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Turtle Wax to Switch Account to D'Arcy Sept. 1

At Bozell, Account Has Been Billing About $200,000; Big Boost Seen

CHICAGO, Aug. 4—D'Arcy Advertising Co. was appointed this week to handle the entire Turtle Wax Inc. account, effective Sept. 1.

D'Arcy has been handling Parti-Day, a selling agency for aerosol dispensed toppings which Turtle Wax acquired from Liquid Carbonic division of General Dynamics Corp. last year (AA, Sept. 14, 1959).

Bozell & Jacobs handled the other Turtle Wax products, which include car waxes, upholstery cleaner, Zip Wax car wash, Penny Shoe Shine and Angel Rinse cold water soap. B&J has had the account since October, 1958, when it succeeded Cunningham & Walsh.

B. F. Hirsch, president of Turtle Wax, said that the company plans to launch two new products in the household and automotive fields next year—both assigned to D'Arcy—and that the '61 budget will be largest in the company's history.

Mr. Hirsch cited D'Arcy's work in automotive and food categories as among the reasons Turtle Wax selected it over rival agencies.

■ Turtle Wax reportedly has been billing about $200,000 annually, but the company indicated its 1961 budget may approach $1,000,000. #

Sylvania Drops Awards; 'Incentive' Is No Longer Needed

NEW YORK, Aug. 4—Sylvania Electric Products today announced it is terminating its Sylvania Television awards, offered annually from 1951 through 1959.

"In the formative years of television," said Sylvania's president, Robert E. Lewis, "our company, as well as other organizations sponsoring awards, felt such recognition would be of substantial aid and guidance to the television industry."

But in recent years, he said, "the number of tv awards has grown, and the major award donors have tended to honor the same programs, actors and creators. Since there appears to be little additional incentive to the industry in the duplication of awards each year, Sylvania has decided to discontinue its awards." #

COKE FLOAT—*Coca-Cola Co., which has long promoted the idea of coke and ice cream via point of sale, is suggesting "float with coke" in magazines in August. McCann-Erickson is the agency.*

Simca Cuts Ads, Revises Dealer Setup as U.S. Compacts Nip Import Car Sales

Volkswagen, Renault Chug Ahead, but Most Makes' '60 Sales Lag

DETROIT, Aug. 4—Simca division of Chrysler Corp. has sold some 1,300 cars to employes at fire-sale reductions of $800 off the list price.

David R. Crandall, director of the division, confirmed these sales—all on Simca's Grand Large model, which is being dropped from the import line. The cars reportedly went for $1,200.

The Grand Large is a two-door hardtop, selling around the $2,000 mark. It is a larger version of the Etoile model, which sells for about $1,700.

■ The cut-price selling of the Simca was taken here as symptomatic of the rough sailing the imports have faced this year, following introduction of the U.S. compacts.

Foreign car sales actually have slipped only slightly in 1960—227,000 units sold in the first five months, against 234,000 in the comparable period last year—but the two frontrunners, Volkswagen and Renault, have taken an increasingly larger share of the market, spread-eagling the rest of the field.

Registrations for the first five months show Volkswagen up from 42,500 to 64,700 and Renault up from 30,500 to 33,200. Volkswagen is thus accounting for close to one of every three foreign cars sold. Volkswagen and Renault together

(Continued on Page 114)

Colgate Told Not to Imply Full Protection

Past Cooperation Isn't Proof Gardol Ads Won't Offend Again: FTC Official

WASHINGTON, Aug. 5—Colgate Dental Cream's "protective shield" was pierced today by the lance of a Federal Trade Commission trial examiner who ordered Colgate-Palmolive Co. to stop claiming that Gardol offers complete protection against tooth decay.

Examiner Leon R. Gross held that the "invisible protective shield" theme formerly featured in Colgate ads was deceptive. Colgate abandoned the theme, at a cost of over $100,000, following issuance of the FTC complaint last Nov. 19, and argued at a hearing last June that a cease-and-desist order was not required because of this voluntary action.

Mr. Gross rejected this argument in his initial decision today, saying: "The evidence in this record does not support a finding that respondent will not, in the future, unless restrained by this commission, misrepresent the true properties, and caries-inhibiting value, if any, of Colgate Dental Cream with Gardol."

Examiner Gross' decision came as no surprise in the light of doubts he expressed at the June hearings of the good faith of the advertising fraternity. At that time, he commented: "I wonder how chastened the Madison Ave. crowd is?" and added that he was "cynical" of reports of reform by advertisers and agencies (AA, June 20).

■ The Gardol case involves both tv and print campaigns, but Examiner Gross noted: "This is one of the first proceedings under the Federal Trade Commission Act against allegedly deceptive television advertising."

Mr. Gross' decision adds to the language a new phrase to describe deceptive tv ads—"visual innuendo"—an element which he found distinguishes tv and print advertising. "An example of visual innuendo in television advertising," he ruled, "is those advertisements in which men in white coats, similar to those worn by doctors and dentists, advertise pharmaceuticals."

"The television advertisement does not state that the person in the white coat is a doctor or a dentist but such innuendo is intended, and usually is drawn by the viewer, even though neither exressed nor directly implied.

"Although the visual innuendo of a television advertisement may be a bit empirical, television advertising, as all other forms of advertising, can be subjected to a disinterested, objective, dispassionate judgment as to whether it is, with its visual innuendo, false, misleading and deceptive."

■ Colgate attorneys had contended that FTC's case was "thin" because it failed to attack therapeutic claims for Gardol. Examiner Gross excluded two defense offers of evidence in this area. He ruled that a series of articles relating to tooth decay and Gardol could not be considered because no evidence was introduced to support the qualifications of the authors, the writers were not available for cross examination, and to have "received such hearsay evidence . . . would have deprived counsel supporting the complaint of a very fundamental and basic legal right."

Tv commercials employed in the

Shield Didn't Imply 100% Protection, Says Colgate; Will Appeal

NEW YORK, Aug. 5—In announcing it will appeal to the full commission the ruling by the Federal Trade Commissioner's hearing examiner rejecting invisible shield ad claims for Colgate Dental Cream with Gardol, Colgate-Palmolive Co. today issued the following statement:

■ "This initial decision by an examiner for the Federal Trade Commission relates to the invisible shield which was formerly used in advertising Colgate Dental Cream. The degree of protection against tooth decay afforded by Colgate Dental Cream was not in question and was not an issue in the case. The commission did not object to clinical evidence submitted by Colgate in October, 1958, that brushing the teeth regularly with Colgate Dental Cream will reduce the formation of new cavities to a degree as great or greater than that claimed by any competitive dentifrice.

"The sole issue in the case was whether the shield implied complete protection against tooth decay. Colgate-Palmolive Co. has never claimed or intended to imply complete protection for any of its dentifrices. As a matter of fact, Colgate proposed the stipulation which appears in the record of the hearings and was agreed to by counsel for the commission, that no dentifrice on the market 'affords the users thereof complete protec-

(Continued on Page 2)

'Witless Wit, Brittle Brilliance' . . .

AA Workshop Offers 'Best,' 'Worst' Ad Clues

CHICAGO, Aug. 5—For four days more than 450 admen and women at the third annual Summer Workshop on Creativity in Advertising, sponsored by ADVERTISING AGE, have seen and heard the wisdom of more than a score of ad experts, including:

• Walter Guild, who defined the merits and disadvantages of offbeat, onbeat and "beat" advertising.

• Arthur C. Mayer, who lauded the "effective brand of creativity found in the compact shop."

• Hal Stebbins, who asserted that advertising needs "seasoned young men who are generated by healthy discontent . . . who are not satisfied with witless wit and brittle brilliance."

• John D. Yeck, who presented a discourse on "how to get profitable ideas."

• Noted panelists, who picked the five best ads from each of six publications and compared the effectiveness of many of the top tv commercials of the past year.

• The Creative Man, who leveled some biting words at what he considered to be some of the "worst" advertising of the past 12 months.

Mr. Guild, president of Guild, Bascom & Bonfigli, San Francisco,

(Continued on Page 12)

AA COLUMNIST QUITS; HAS NOTHING TO SAY!

An amazing, unique, fantastic journalistic event takes place on Page 92 of this week's issue!

For perhaps the first time in journalistic history a columnist publicly announces his resignation, giving as his reason the astounding excuse that he has nothing more to say! And to make the whole thing even more precedent-defying, he crawls out from under the curtain of anonymity which has cloaked him for seven long years.

So run—do not walk—to Page 92 to read the farewell message of the Eye & Ear Man, and to discover who he is. This event is practically guaranteed never to happen again!

Last Minute News Flashes

Volvo Moves Marine Division to Kemper

NEW YORK, Aug. 5—Volvo Import has appointed Don Kemper Co. to handle advertising for its marine division, maker of the Volvo-Penta unit, an inboard marine engine with outboard drive. Kemper estimates the account will bill about $350,000. Chirurg & Cairns (formerly Anderson & Cairns), which formerly handled the marine division, has Volvo's cars, trucks, industrial engines and farm tractors.

Wallace Laboratories Names Burnett

CRANBERRY, N. J., Aug. 5—Wallace Laboratories, a division of Carter Products, has named Leo Burnett Co. to handle advertising for unidentified products, which will be announced later. The Wallace account has been shared by three—Ted Bates & Co., Ted Gotthelf & Associates and Robert E. Wilson Inc., all of New York.

Coty Assigns New Products to Daniel & Charles

NEW YORK, Aug. 5—Coty Inc. has selected Daniel & Charles to handle several new products, as yet unnamed. Coty's present agencies, Batten, Barton, Durstine & Osborn and Burdick & Becker, were unable to take the business because of potential conflicts.

(Additional News Flashes on Page 105)

"protective shield" campaign were rather intricate. The examiner's "findings of fact" described them as follows:

"The video portion of respondent's television advertisements depicted objects being propelled toward, but not hitting, a person because of an invisible shield. The visual innuendo was intended, and was conveyed to the viewer, that decay cannot get to the teeth of a person brushing with Colgate dental cream with Gardol.

"Respondents' specimen television advertisements in evidence have the following . . . sequence: As Mighty Mouse in the video sequence takes the top off a Colgate with Gardol tube and points to the happy tooth standing near by, the audio portion says, 'Now to put up the invisible protective shield around our happy tooth with Colgate Dental Cream with Gardol.'

■ "At this point in the video portion of the advertisement, Mighty Mouse spreads Colgate Dental Cream on a toothbrush, flies around the tooth and puts up 'a Gardol shield.'

"In the video portion . . . a coconut, tennis ball and lariat are thrown or hit toward a person in the foreground of the scene. The coconut, tennis ball and lariat bounce off an unseen transparent glass shield which is, invisible, between the person propelling the objects, and the person toward whom the object is propelled.

"The coconut, tennis ball and lariat do not reach the person at whom they are thrown because they cannot get to them. The audio portion accompanying this action says: 'And here's how Gardol works. Now, just as I was protected by this [man knocks on shield] invisible shield, Colgate's with Gardol forms an invisible protective shield around your teeth. Fights tooth decay . . . and bad breath all day; yes, for most people, just one brushing stops mouth odor all day.'"

This invisible shield theme, Mr. Gross ruled, "had the tendency to and did deceive prospective purchasers" into believing that "decay could not get to the teeth of a person brushing with Colgate . . . just as the coconut, tennis ball and lariat could not get to the person at whom they were thrown."

■ Lawyers specializing in trade practice cases will be particularly interested in Examiner Gross' comments on "the Argus defense" presented by counsel for Colgate. (This refers to a 1954 FTC case involving Argus Cameras, Inc.)

"Respondent argues, most persuasively, that it has always cooperated with the commission, voluntarily eliminated the invisible shield theme from its advertising after being served with this complaint, and nothing can be accomplished by a cease-and-desist order which has not already been accomplished by respondent's voluntary action. The proceeding should, therefore, be dismissed." The examiner commented:

"Although there is in the record respondent's evidence of events occurring prior to the issuance of the complaint to demonstrate its complete cooperation with the commission, the examiner must assume, and does assume, that respondent's conduct prior to Nov. 19, 1959, was fully considered by the commission at the time it issued this complaint.

■ "The issuance of this complaint carried with it a finding and conclusion that the commission had reason to believe, at that time, that respondent was violating the law, and that this proceeding was, and is, in the public interest.

"Respondent seeks to be rewarded for doing that which it was, and is, required by law to do —advertise accurately, truthfully, and honestly the products which it sells. This primary legal duty is upon the advertiser and it may not be shifted to the Federal Trade Commission.

"Respondent has proven most of the elements which would entitle it to a dismissal under the 'Argus defense' except one: The examiner cannot, on this record, find that there is 'no reasonable likelihood that respondent will in the future misrepresent the true properties of Colgate Dental Cream with Gardol unless an order to cease-and-desist therefrom issues."

■ The Gross order against Colgate requires the advertiser to "forthwith cease-and-desist from:

"1. Representing, directly or by implication, that said dentifrice affords the users thereof with complete protection against tooth decay or the development of cavities in their teeth.

"2. Misrepresenting in any manner the degree or extent of protection against tooth decay or the development of cavities in teeth afforded users of any such dentifrice." #

REMEMBRANCE—*Wamsutta Mills will use this "atmospheric, semi-institutional approach in a new magazine campaign for its sheeting. The kick-off ad, a color spread in The New Yorker, features this testimonial from Amy Vanderbilt, showing her with her great-aunt, and her embroidery hoop.*

Great-Aunt, Great-Grandmother Get Stress in New Wamsutta Ad Campaign

Drive Skips Appeal of Girl in Bed, Aim at Owner Pride, Nostalgia

NEW YORK, Aug. 5—In a new magazine campaign breaking next week, Wamsutta Mills has eschewed the usual girl-in-the-bed type of sheet advertisement in favor of a theme stressing pride of ownership and warm nostalgia.

The first ad in the series, a color spread in the Aug. 13 issue of *The New Yorker*, features a testimonial from authoress and etiquette authority Amy Vanderbilt, "I remember my great-aunt embroidering her initials on Wamsutta sheets."

Artwork shows a little old lady—purportedly Miss Vanderbilt's great-aunt—squinting at her embroidery while a little girl—Miss Vanderbilt—looks on.

Copy goes on to describe how the first American percale sheeting was introduced by Wamsutta at the behest of a "distinguished member of the famous Vanderbilt family" in 1876.

■ In addition to the copy featuring Miss Vanderbilt and her great-aunt, Wamsutta will use color pages in August issues of *Holiday*, *House Beautiful*, *McCall's* and *Sunset Magazine*. These ads will feature what Wamsutta's agency, Mogul, Williams & Saylor, describes as the "atmospheric, semi-institutional approach." Sample headline: "Your great-grandmother's were Wamsutta, too." Ads also will appear in Sunday newspaper supplements, the agency said. #

Grandland to Conover-Mast

John A. Grandland has been appointed to the ad sales staff of the *Conover-Mast Purchasing Directory* for the south side of Chicago and northern Indiana.

Youngstown Shifts From Grey to New Ross Roy-BSF&D

DETROIT, Aug. 4—First new account for Ross Roy-BSF&D since the merger of the two agencies Aug. 1 is the Youngstown kitchens division of American-Standard Corp. Warren, O. Ross Roy-BSF&D will take over the account Sept. 1 from Grey Advertising Agency, New York.

Brooke, Smith, French and Dorrance, which joined Ross Roy, had held the Youngstown kitchen account for 11 years, prior to 1957. It also had American-Standard industrial division and C. F. Church division of American-Standard, now being handled by the merged agency.

■ Frank N. Kautzman Jr., advertising and sales promotion manager for Youngstown, said he believed the combined experience of the new agency in both creative advertising and in creation of sales and merchandising material would be highly helpful. Youngstown makes cabinets, sinks, disposers and dishwashers. #

Shield Didn't Imply 100% Protection, Says Colgate; Will Appeal

(Continued from Page 1)

tion against tooth decay or the development of cavities in their teeth.'

■ "In keeping with the company's policy of cooperating fully with all government agencies, use of the invisible shield was voluntarily discontinued by Colgate last year, immediately following issuance of the FTC complaint.

"The complaint was the first indication that the commission took exception to the invisible shield, although examples of the advertising which included the shield had been submitted to and discussed with representatives of the Federal Trade Commission as early as October, 1958, and at no time until issuance of the complaint in November, 1959, did the commission give any indication of objecting to this advertising device." #

C&W Art-Copy Team Winner in 'Puck' Contest

NEW YORK, Aug. 3—*Puck—The Comic Weekly* handed out some $25,000 in prizes today to winning teams of admen in its "ad utopia" creative contest:

First prize—two 1960 station wagons—went to an artist-writer team from Cunningham & Walsh, Nick Pappas and Ty Kaus. Both are in the New York office.

Second prize—a brace of four-door sedans—went to a father-and-son team: William H. Hartzell, an artist with Karl G. Behr Agency, and his son, James W. Hartzell, a copywriter with Campbell-Ewald. Both Hartzells are in Detroit.

■ In addition, 36 other agency people were awarded consolation prizes of stereo phonographs. The contest was open to teams of agency copywriters and artists, who were asked to submit suggested ads to be used in comic pages. J. Hugh E. Davis, vp and general manager of *Puck*, said the contest would be repeated next year. #

Highlights of This Week's Issue

Examples of "best" and "worst" ads, plus some hints on how they got that way, abound at the third annual Advertising Age Summer Workshop on Creativity in Advertising ..... **Page 1**

Leo Burnett Co.'s steady growth to sixth place among agencies is detailed as the agency celebrates its 25th anniversary ..... **Page 3**

Procter & Gamble's stock takes a sudden jump following approval of anti-decay claims for P&G's Crest toothpaste by the American Dental Assn. ..... **Page 3**

Clarke Brown Co. is expected to merge soon with Weed Radio Corp. and Weed Television Corp., with Joseph J. Weed heading up the combined radio-tv representative organization ..... **Page 4**

J. Howard Wood, new president of the Tribune Co. and publisher of the Chicago Tribune, came up the editorial route but has always had a keen interest in the advertising side of the business ..... **Page 8**

General Foods' new tv commercial stars, the Marquis Family, present a typical American family breakfast scene in their new series ..... **Page 23**

Federal Communications Commission examines another tv station award, this one for Channel 12, Jacksonville, Fla. ..... **Page 32**

Schenley Industries argues for new liquor bottle sizes to stimulate sales in hearings before the alcohol and tobacco tax unit of the Bureau of Internal Revenue ..... **Page 42**

National Better Business Bureau says deceptive ads for drugs, cosmetics and devices has replaced "bait" ads as No. 1 on the gyp parade ..... **Page 45**

Outdoor advertising in India has bright prospects but many problems according to S. K. Nicholson, of the Selvel Syndicate ..... **Page 46**

RCA launches a multi-media ad campaign for its new Silverama tv picture tube ..... **Page 52**

Purina Dog Chow uses unique camera devices to present the product from the dog's point of view in new tv commercials ..... **Page 54**

Hartford Phonevision Co. issues a new brochure outlining the benefits of pay tv, planned by Zenith Radio Corp. and RKO General ..... **Page 56**

Corn Products Co. breaks a new industrial ad campaign with a splash of color and a $100,000 space budget. **Page 70**

Reach, McClinton & Co. reports billings of $22,200,000 and earnings of $70,000 for the fiscal year ended June 30 ..... **Page 76**

Du Pont's new ad drive for nylon and Orlon carpet fibers will include increased emphasis on tv ..... **Page 86**

The Eye & Ear Man writes his final AA column, revealing his identity and explaining why he is quitting. **Page 92**

William Tyler picks ten more ads he likes, explaining why he feels they hit the mark ..... **Page 94**

N. W. Ayer & Son displays some of the famous art work used for advertising of DeBeers Consolidated Mines Ltd. since 1939 ..... **Page 98**

Advertising Federation of America decides not to reply to recent attacks on advertising arising from the political campaign ..... **Page 100**

FIGURES TO FILE

Nielsen Network TV Ratings ..... **Page 38**

REGULAR FEATURES

Adman in The News 8
Advertising Market Place 110
Along Media Path 40
Coming Conventions 24
Creative Man's Corner 90
Editorials 16
Employe Communications 90
Getting Personal 18
Information for Advertisers 30
Learning from the Retail Ads 92
Merchandising Ideas 66
Obituaries 79, 84
On the Merchandising Front 96
Photographic Review 82
Production Tips 90
Rough Proofs 16
Salesense in Advertising 89
Tyler Picks Ten 94
Versatile Adman 44
Voice of the Advertiser 102
What They're Saying 16

P&G Stock Jumps After ADA Boost for Crest Claim

New Ad Plans Studied; Colgate Vows Fight to Keep Sales Lead

NEW YORK, Aug. 4—Procter & Gamble stock reacted sharply—and irrationally—this week to the American Dental Assn. announcement that Crest toothpaste has been approved as the first and only decay preventing dentifrice (AA, Aug. 1).

Meanwhile, back at the P&G ad department, they were playing it even closer to the vest than usual about future Crest advertising plans, and competitors like Colgate Palmolive Co. and Lever Bros. were officially reacting in a lackadaisical manner. But one observer commented: "Lever and Colgate are not just going to stand there and let this haymaker hit them."

■ It was "too early to tell" about sales spurts, P&G said. Chances are the consumer, who could hardly miss the publicity barrage from both the ADA and P&G (Hill & Knowlton handles P&G pr), did not race out to the drugstore or supermarket for a tube of Crest, but when the current tube of dentifrice runs low, the hour of decision will be at hand.

P&G stock hit new highs of 136 this week—an $18 jump in two days—before profit-taking set in and it declined about 10 points. The rise had added about $360,000,000 to P&G's worth, which is well over $100,000,000 more than the value of the entire U.S. dentifrice market—and Crest currently holds about a 12% share.

■ Wild, unsubstantiated rumors of a $20,000,000 crash ad program for Crest have been bandied about, but P&G said plans to exploit the ADA certification "are still indefinite." There is virtually no doubt, however, that Benton & Bowles will bill more this year than the estimated $3,500,000 it placed in measured media in 1959. And Arthur E. Wilk Advertising, Chicago agency handling Crest ethical advertising (which wrote P&G President Neil McElroy's letter of gratitude which went out to dentists and press) is also expected to receive an increased budget.

In addition, Crest has had a substantial sales promotion program —estimated by some competitors in the multi-million dollar category—and this, too, can be expected to spurt.

■ At Colgate this week, the word was: "We are going to do everything possible to keep Colgate the No. 1 toothpaste in the business. We've tried stannous fluoride (the active ingredient in Crest) and every other fluoride. If they were any good we'd have been in it long ago."

Colgate also sells Brisk, an unadvertised fluoride toothpaste.

(Complicating Colgate's life further this week was the unfavorable Federal Trade Commission decision on the "invisible shield" advertising, which could hardly have come at a more inappropriate moment. *See story on Page 1.)*

Further up Park Ave., at Lever Bros., the response was: "The panic button hasn't been pushed yet." There was no planned counterattack, and the company is "still looking" at stannous fluoride.

■ At Bristol-Myers, which once had a fluoride in test called Sentry, that was abandoned, a top ad man said B-M is "quite surprised at the rather unprecedented move" by the ADA. From what B-M knows of the Crest research, the ADA's position is "difficult to understand" and raises a number of questions into which B-M is checking. He said the company was "undecided" about any new tack in Ipana advertising. #

25 YEARS YOUNG—*Leo Burnett (left) and Richard N. Heath, board chairman and chairman of the executive committee respectively of Leo Burnett Co., are pictured here on the agency's 20th anniversary when Mr. Burnett turned over the presidency to Mr. Heath. Since then, W. T. Young Jr. has been named president with Mr. Heath moving up as head of the agency's executive committee.*

'We Intend to Remain Solvent' . . .

Creative Thoroughness Builds Burnett to No. 6

Chicago Agency Bills $115,000,000 as It Hits Its 25th Anniversary

By Emmett Curme

CHICAGO, Aug. 5—Creation of a giant in the agency field was not the goal of Leo Burnett, founder of Leo Burnett Co., who started his own agency 25 years ago today with a staff of seven persons and three modest accounts.

"We never set out to be a $115,000,000 agency," Mr. Burnett told ADVERTISING AGE on the silver anniversary of the agency. "We just wanted to do great active work. We started out as a jewel box agency with a few gilt-edged accounts."

Leo Burnett Co. ranked sixth last year in billings among U. S. agencies—the first time it had achieved such a lofty position. Despite the fact that it now handles more than $115,000,000 in billings, the agency has only 24 clients, or an average of about $4,800,000 per account—an exceedingly high average in the agency field.

Mr. Burnett warned that there is danger in an agency having too many accounts. "We don't want any more accounts than we can handle properly," he said. "We turn down accounts all the time because the client doesn't measure up to our standards or requirements, for one reason or another."

■ Mr. Burnett and Richard N. Heath, chairman of the executive committee and the No. 2 man at the agency, emphasized that the agency does not have a minimum billings requirement for prospective accounts. "We are definitely interested in smaller accounts which appear to have a future growth potential," they said. (Some large agencies will not take an account unless it bills more than a specified minimum—often a figure of $500,000 or so.)

The agency has three basic requirements which must be met before it will accept an account. They are: (1) Is the company or product one that can directly benefit from consumer advertising? Regardless of its present size, is it a growth opportunity? (2) Are they good people to work with in terms of high standards, good taste and appreciation of good work? (3) Can they pay their bills?

Creativity has always been the cornerstone of the Burnett agency. Mr. Burnett has long been recognized as one of the outstanding copywriters in advertising. The agency may be unique for one of its size, in that *all* creative work

SILVER ANNIVERSARY—*Leo Burnett Co. will run this page ad in observance of its 25th anniversary in the Aug. 5 issue of the Chicago Tribune.*

is done in one office—Chicago—although the agency has five other offices.

■ "Good creative people are hard to find," Mr. Burnett said, "and their talents should be pooled, rather than spread thin among several offices. Clients come to us because of our creative facilities, and it is to our advantage to have all our creative talent under one roof."

Creative people receive better

(Continued on Page 10)

'We Fancy Ourselves Packaged Goods Agency' . . .

Kastor, Hilton Memo Teaches Account Exec

Treat Client's Money Like Your Own; 'Casual Look' Can Overwhelm

NEW YORK, Aug. 4—Want to be the beau ideal of a Kastor, Hilton, Chesley, Clifford & Atherton account executive?

Be a team man, be brief, be accurate on detail, show initiative, be neat, don't be a bigot, treat the client's money like your own, watch your expenses.

These dicta come to light in a memorandum written in late May by Henry Kahn, Peter Hilton, Bill Chesley and Bill Atherton to "a Mr. X, an account executive, who will be joining us next month, or the month after, or some time next year." They add up to what the agency management thinks an account executive should be like. Here are some of the criteria:

1. The account executive is important—"The agency can perform well or not, depending on your ability. The quality of the agency's performance is your primary concern, and you are charged with the responsibility of seeing that only the most creditable work we can do is transmitted to the client. Management will back you up in seeing that you get it. . ."

2. On problems—"When you bring us a problem involving a client, please take time to think it through . . . The cardinal sin here is forgetting to do something that was requested or doing it sloppily or getting the instructions fouled up. . ."

3. Be brief—"We abhor long-windedness in conversation or in memorandum. . ."

4. Availability—"Account men are urged to use all the agency facilities.

5. Teamwork—"We don't like 'loners.' We have none in our agency; we have no 'cells'. . ."

6. Initiative—"We look for and reward manifestation of individual initiative. It is rare but not as rare as many think. . ."

7. Prejudice—"Racial, religious, ethnic—you name it—we will have none of it in any form. And, to our knowledge, neither will our clients. Amen."

8. Opportunity—"The path of growth must be marked by (1) recognition for achievement; (2) opportunity for juniors; (3) a sensitivity to human relations in dealing with all staff members, and (4) security. . ."

9. Appearance—"It would be presumptuous to suggest how you should dress. . . The 'casual look' can get out of hand. Shines, haircuts, tailor bills are a personal investment in your future which we expect you to make."

10. Agency image—"A file search would show the agency can turn out any kind of copy and is versatile. "We fancy ourselves, however, as a consumer packaged goods agency that is more effective than most in delivering a hard-sell in our copy, regardless of the media used."

11. To spend or not to spend—"Our position is this: What is good for the client is good for the agency. You are urged to treat his business as though it was your own and make decisions accordingly. During the past year we have on occasion taken the initiative in recommending cutbacks to Minute Maid (Snow Crop), Drug Research (Man-Tan), Brownell & Field (Autocrat coffee), Hickok, Economics Laboratory (Soilax) and others; so we have been practicing what we preach. . ."

12. Cost accounting—"Our profit objectives are modest, lower in fact than the industry at large. . . We are not unreasonable about travel and entertainment expenses, but we feel the government is, and we are influenced accordingly. . . Some firms throw periodic tantrums about expenses to jar their staffs out of complacency or carelessness. We don't work that way—we prefer the quiet talk when the figures indicate the need." #

2 Agencies Handle 16oz. Pepsi Bottle's Debut in Louisville

LOUISVILLE, Aug. 2—Pepsi-Cola General Bottlers Inc., Chicago, has launched a saturation radio campaign, supplemented by newspaper ads and tv spots, to introduce Pepsi's new half-quart bottle in this market.

The bulk of the promotion will consist of radio spots on WAKY. This portion of the campaign is being handled by Ladd, Southward & Bentley, Chicago, which is conducting its first assignment for the Pepsi bottler.

Spots also are running on five other radio stations here and on two tv stations. Full page and 1,000-line ads are scheduled in the *Louisville Courier-Journal* and *Times*. George H. Hartman Co., Chicago, Pepsi-Cola General Bottlers' regular agency, is handling this part of the push, which will last for 13 weeks.

■ A related merchandising contest and other promotional devices will be tied to the WAKY campaign. The new 16-oz. bottles are being distributed by Pepsi-Cola Louisville Bottlers Inc., which is owned by the Chicago bottler.

The new half-quart bottle supplements Pepsi's 6½ oz. and 10 oz. size bottles which have been sold in this market for some time. Pepsi first introduced the 16-oz. bottle earlier this year. It is available only in Toledo, Cleveland and several western cities, ADVERTISING AGE learned. #

'Newsweek' Boosts Beard to Associate N.Y. Sales Head

James H. Beard has been promoted to associate manager of *Newsweek's* New York sales office, a new post. Mr. Beard joined *Newsweek* in 1953 and has been promotion director of the magazine since 1958.

James H. Beard

Before joining *Newsweek*, Mr. Beard was with *Quick*, and before that was eastern manager of Vincent Edwards Co., publisher of trade and industrial publications.

Perper Joins Metro Group

J. N. (Jack) Perper, formerly with the *New York News*, has joined Metropolitan Sunday Newspapers Inc., New York. He will cover the soft goods market for Metro Sunday Comics Network and *Sunday*.

Winters Names Schenk

Curtis Winters Co., Los Angeles, has appointed Richard Schenk, formerly with the *Santa Monica Outlook*, to its copy-contact staff.

Watts Joins Borden as Company Shuffles Six Marketing Execs

NEW YORK, Aug. 4—Borden Foods Co. has made six new appointments in its advertising and marketing echelon.

Ralph W. Watts, advertising and merchandising manager of Stokely-Van Camp Inc., will join Borden Foods Aug. 15 as vp in charge of product marketing. He will succeed Robert E. Kahl, who recently was named exec vp of the division's marketing, sales and distribution.

William H. Ewen, Borden Foods' director of advertising and promotion, has been appointed assistant vp and marketing manager for food products, including instant coffee, instant whipped potatoes and mince meat, effective immediately. With Mr. Ewen's move to marketing, Paul L. Gabriel, sales promotion manager for all products, has been named the division's director of advertising and promotion services. He will be succeeded by H. Worthington Kalt, who has been his assistant.

In other appointments, Thomas B. Kerr has moved up from associate advertising manager to ad manager, and George B. Moran, marketing manager for cheese and other refrigerated products, has been elected an assistant vp. #

Two Louisville Agencies to Share $500,000 State Jobs

Following long-standing practice, two Louisville agencies which worked for Kentucky Gov. Bert Combs and Lt. Gov. Wilson Wyatt in their election campaigns, will share in almost $500,000 of state business by July, 1961. Mullican Co., which helped promote Gov. Combs, will get at least $233,000 of state advertising work, largely tourist promotion. Doe-Anderson Advertising Agency, which worked for Lt. Gov. Wyatt in the primary and general election campaigns, will get at least $222,000 in state business during the next year, primarily industrial promotion, it was reported.

North Names McCall, Mattimore to Research Positions

Dr. Bevode McCall has joined North Advertising, Chicago, as advertising research supervisor. Dr. McCall, who holds a doctor of philosophy degree from the University of Chicago in anthropology and sociology, has held posts with the U.S. public health service, Michigan State University and Illinois department of civil defense.

North also has named John Mattimore, formerly with the department of anthropology at the University of Chicago, a research analyst.

Million Market Boosts Reiff

Million Market Newspapers, New York, has named Robert A. Reiff 1st vp and national sales manager, a new title. Mr. Reiff joined MMN in January as 1st vp in charge of West Coast operations.

Weed, Brown Set to Merge Rep Operations

NEW YORK, Aug. 5—The Clarke Brown Co., which has radio-tv station representation offices in Dallas, Atlanta, Houston, New Orleans and Denver, reportedly will merge with Weed Radio Corp. and Weed Television Corp. The joint operation is set to start Oct. 1, with Joseph J. Weed heading the combined company.

The Weed-Brown teamup, which has not yet been announced officially, will follow the opening of two new southern offices by H-R Television and H-R Representatives. H-R has announced that it will open branch offices in Atlanta and Dallas on Sept. 1. In the past, Clarke Brown has handled representation for H-R stations in the Atlanta and Dallas areas, but Mr. Brown's arrangement with H-R will be terminated Sept. 30.

Bill R. McRae, who opened Clarke Brown Co.'s Atlanta office in December, 1954, will direct H-R's southern operation from his present offices at 1182 W. Peachtree St. Robert G. Dalchau, formerly regional manager for United Artists Corp., will manage the H-R Dallas office, which will be located at 211 N. Ervay Bldg.

■ In the Brown-Weed merger, Mr. Brown will become an officer of the Weed companies. As a vp, he will be responsible for the office in Dallas, where he will be headquartered, as well as those in Houston, New Orleans and Atlanta.

There is only one city where the Weed branches overlap with the present Brown offices—Atlanta. But this presents no problem, since the Brown office and its manager, Mr. McRae, are moving into the H-R organization.

Mel Whitmire will remain as executive in charge of the Weed office in Atlanta, with responsibility for this area as well as the other southern cities lodged with Mr. Brown. #

Simoniz Names Tyson to New Post of Ad Director

John M. (Jack) Tyson Jr. has been named to the new post of director of advertising of Simoniz Co., Chicago. Mr. Tyson formerly was vp and management service director of McCann-Erickson, Chicago. Mr. Tyson joined Leo Burnett Co. in 1949 as an account executive and was manager of the company's marketing department when he moved to McCann in February, 1958.

John M. Tyson Jr.

Chester G. Gifford, Simoniz president, said Mr. Tyson's appointment to the new post is the "second of a series of steps to gear Simoniz' marketing operations to its growth plans." He was referring to the recent appointment of Dancer-Fitzgerald-Sample to handle the Simoniz consumer products, replacing Young & Rubicam (AA, July 4).

Siesholtz to 'Time'

Allen Siesholtz, formerly with the *New York Herald Tribune*, has joined the New York sales staff of *Time*.

"Just having that Dow-Jones news ticker in our agency is worth a hundred speeches and magazine articles about how we are a strongly business-oriented advertising agency!"

Listen to the comment of a business-minded, practical, agency head:

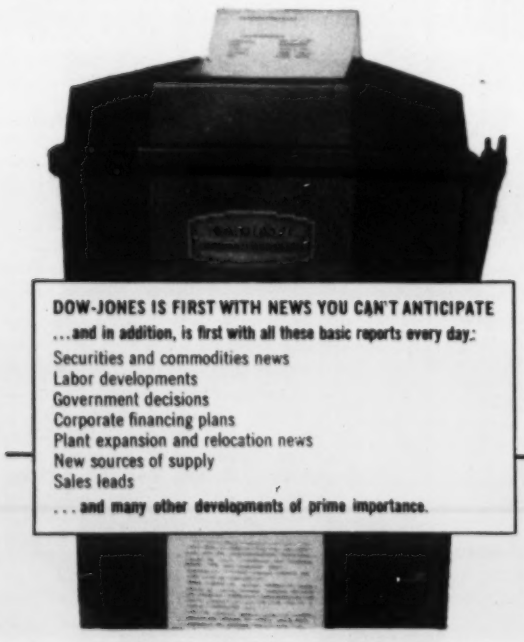
"Frankly, we have been amazed at the powerful impression our Dow-Jones news ticker makes on present and prospective clients.

"To businessmen, Dow-Jones means business. The Dow-Jones news ticker in our office immediately demonstrates that our agency is business-oriented with business savvy in depth.

"And, once our business orientation is established, present and prospective clients have more confidence in us. They feel our creative marketing abilities are based on solid knowledge. They know we 'talk their language.'

"And it's far from just window-dressing. With our Dow-Jones news ticker, our contact people constantly know up-to-the-minute business developments. They know where, what and how customers are buying . . . whether supply is short or long . . . what's happening on Wall Street, Main Street, Washington or in the client's own business areas. And through Dow-Jones, we know all this before the client is able to read about it in the newspapers! We are sometimes able to submit suggestions which give us a precious jump on the competition.

"Our creative abilities speak for themselves. But for demonstrating our capacity as businessmen, nothing has been more valuable for us than our Dow-Jones news ticker."


DOW-JONES IS FIRST WITH NEWS YOU CAN'T ANTICIPATE
...and in addition, is first with all these basic reports every day:
Securities and commodities news
Labor developments
Government decisions
Corporate financing plans
Plant expansion and relocation news
New sources of supply
Sales leads
... and many other developments of prime importance.

Suggestion from Dow-Jones: *Contact the nearest Dow-Jones sales office. Get the full story of how Dow-Jones Instant News Service can be useful to your entire staff constantly. Ask about the low charge for this service. You'll realize, here is* ***something of genuine value!***

DOW-JONES *Instant News* **SERVICE**

44 Broad St. New York 4 · 711 W. Monroe St. Chicago 6 · 1325 Lakeside Ave. Cleveland 14 · 1540 Market St. San Francisco 19

In The Top 20 In Total Retail Sales

Greensboro Pumps Octane into Gasoline Sales

Hustling Greensboro is a market on the go—a must on any Gasoline advertising schedule pointed toward the NEW South. Last year Greensboro burned more gasoline than such primary markets as Baton Rouge and Mobile; and tailed right behind Charlotte and Chattanooga. A major sales factor: the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for *"1959 Major U. S. Markets Analysis"* Brochure of all 292 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation.

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

The most powerful selling force in print

This Week
MAGAZINE

CIRCULATION MORE THAN

13,000,000

Storer Takes Option to Buy WINS for $10,000,000—Top Price Ever for Radio Station

NEW YORK, Aug. 3—Storer Broadcasting Co. is moving into the country's top market.

Storer, which will have to dispose of one station to keep within the seven radio station limit, has signed an option to buy WINS from J. Elroy McCaw for $10,000,000.

■ This is the highest price tag ever put on a radio station, though tv prices have exceeded this figure. The past peak radio prices were set by WNEW, New York, ($5,160,800) and WIND, Chicago ($5,000,000).

Mr. McCaw, owner of KTVW, Tacoma, and KTVR, Denver, paid $450,000 for WINS when he bought the music-and-news independent in 1953 from Crosley Broadcasting Corp. He has indicated that a part of the money from the sale of the radio station would be invested in the operation of his two independent tv stations. Mr. McCaw also owns 50% of KELA, Centralia, Wash., as well as tv properties in Haiti.

A 90-day option agreement, calling for a $100,000 binder from Storer, has been filed with the Federal Communications Commission. The agreement will remain in force until Jan. 10, 1961, after which Storer may extend the option for three consecutive periods of six months each. If Storer withdraws from the agreement, the $100,000 will be forfeited.

■ The FCC was told that approval for the transfer of ownership will not be filed with the commission until Storer has negotiated the sale of one of the seven am radio stations the company now holds. Storer, which has steadily upgraded its list in terms of size of market, now owns WJBK and WJBK-TV, Detroit; WJW and WJW-TV, Cleveland; WSPD and WSPD-TV, Toledo; WITI-TV, Milwaukee; WAGA-TV, Atlanta; WIBG, Philadelphia; WGBS, Miami; WWVA, Wheeling, and KPOP, Los Angeles. One of the smaller market outlets is expected to be sold to make room for WINS on the list.

WINS reportedly has been more or less up for sale to the highest bidder for some time. Howard Stark was the broker for the McCaw-Storer negotiations. #

Chemstrand Promotes Madeira

Crawford C. Madeira Jr., formerly manager of the New York district sales office of Chemstrand Corp., has been promoted to the new position of director, commercial development. Mr. Madeira will coordinate marketing division activities relating to new product development, use and commercialization. He has been succeeded by R. Houston Hale, formerly manager of the Needham Heights, Mass., district sales office.

Gillespie Joins KXTV

James H. Gillespie has been appointed assistant promotion manager of KXTV, Sacramento, Cal. He is a recent public relations graduate of San Jose State College.

IBM Boosts Arthur Kane

Arthur C. Kane has been promoted from the ad staff to ad manager of the data processing division of International Business Machines Corp., White Plains, N. J.

Glass Container Institute Renews Brewer Co-op Plan

NEW YORK, Aug. 3—The Glass Container Manufacturers Institute will continue in 1961 to support its no-deposit, no-return beer bottle, via repeat of a cooperative ad arrangement with 42 of the nation's brewers.

Under the cooperative plan, first introduced by the institute in 1959, participating brewers may earn co-op credits over a six-month period, spanning January through June, 1961.

The program provides for first quarter brewer credits of 90¢ per gross and second quarter credits of 75¢ per gross on shipments of bottles. The glass maker institute will pay two-thirds of the cost of all advertising up to the total amount of credits earned by each brewer. Participating brewers will be allowed to place ads through Aug. 31, 1961.

■ According to Don Fitzgerald, marketing manager of the institute, increased consumer acceptance of the non-returnable bottle over the past two years will mean increased ad funds for the brewers in 1961.

According to figures released by the Magazine Advertising Bureau last week, the institute invested some $1,000,000 in newspapers, magazines and network television in 1959 (AA, Aug. 1). #

A Growth Business: Overseas Sales of U. S. TV Shows

Foreign sales of U. S. television program packagers continue to move ahead. International Television Programs Inc., international arm of Ziv-United Artists, has reported what it calls "the largest single foreign sale in the industry's history" with the sale of "Man and the Challenge" to Goodyear International for sponsorship throughout Latin America. The tire company will sponsor the series in 15 countries through Kudner Agency, New York.

CBS Films Inc. has reported what it calls "one of the largest sales ever negotiated for Australian television" with the sale of a 15-program package to four Australian stations. Among the shows involved are: "Angel," "Hotel de Paree," "Rawhide," "Wanted—Dead or Alive," "Perry Mason," "Have Gun, Will Travel," "Gunsmoke," "Whirlybirds," "The Honeymooners," "Our Miss Brooks," "Annie Oakley," "I Love Lucy," "Buffalo Bill Jr." and "San Francisco Beat."

McGrath Named Media Head

Mercedes B. McGrath has been named media director of Holtzman-Kain Advertising, Chicago. Mrs. McGrath was an account supervisor with McGivern-Child Co. until it merged with Holtzman-Kain in June.

Cope Names Strassler-Johnson

Martin H. Cope Co., Rheems, Pa., packer of dried corn in cans and canisters, has named Strassler-Johnson Co., Philadelphia, to handle its advertising. Adams Associates, York, Pa., is the former agency of record.

Fletcher Richards Names 2

Fletcher Richards, Calkins & Holden, New York, has named Donald N. Dietz, formerly with G. M. Basford Co., and John A. Hayward, formerly with VanSant, Dugdale & Co., to its copy staff.

Walker Agency Names Pease

Earl W. Pease, formerly with Ampex Corp. and the *Minneapolis Tribune*, has been named copy chief of Harold C. Walker Advertising, Minneapolis.

NOW...

3 times more powerful

Announcing the opening of our new, million-dollar Broadcasting Center, with maximum power and the tallest tower in the Coastal Empire. Reaching more homes, more people than ever before . . . *more than any station serving the Savannah-Coastal Empire area!** Population of this 36-county market nears ¾-million, according to preliminary figures, 1960 U. S. Census. Clearly your best buy in

SAVANNAH

*Even before increase to full power

NCS #3 gives WSAV-TV 5 more counties than the competitor.

March, 1960, ARB gives WSAV-TV 3,100 more homes than the competitor.

WSAV-TV ch. 3

Clearly . . . Savannah's Preferred Channel Station

Represented nationally by Blair Television Associates

Also now home of WSAV Radio 630 Savannah's Most Powerful Voice

Represented nationally by Robert E. Eastman & Co., Inc.

What does it take to move people?

Smoking in the outer lobby only Smoking in the outer lobby only Smoking in the outer lobby only

You have to tell them and tell them and tell them. That's what it takes. And that's why frequency is an advertising must. You get an *added* measure of frequency in The Saturday Evening Post at no added cost. ■ Check the new study of media effectiveness, Ad Page Exposure, for a count of the face-to-face contacts your ad page makes. They add up to 30,861,000 APX per issue. ■ You'll find your Post ad page gets more than one exposure per reader. Fact is, it gets 37% more exposure to the average reader than the same ad in the other big weekly. ■ You'll find, too, that your Post ad page is seen more times by your better prospects. ■ In short, the Post helps you light a fire under sales, because . . .

A CURTIS MAGAZINE

The Saturday Evening **POST**

THE INFLUENTIALS' MAGAZINE

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST . . . THE HI-FREQUENCY WEEKLY!

Note: Total Ad Page Exposures to the readers of one issue: Post—30,861,000 . . . Life—30,110,000 . . . Look—30,702,000

Adman in the News . . . J. Howard Wood

CHICAGO, Aug. 4—Although not an adman by trade, his election to the presidency of the Tribune Co. and publisher of the *Chicago Tribune* makes J. Howard Wood an important personage on the advertising scene.

J. Howard Wood

The Tribune Co. "empire" includes the *Tribune*, *Chicago's American*, *New York Daily News*, WGN and WGN-TV, Chicago, and WPIX, New York tv station, as well as other subsidiaries which include syndicate services and paper mills.

Mr. Wood minimized the significance of his move into the top spot, especially as it might affect the advertising field. "In this organization, ideas usually filter up, instead of down," he said.

He cited Walter Kurz, newly named director of sales and vp of the Tribune Co., as "one of the outstanding men in his field," and an example of where the ideas will filter from.

■ Mr. Wood also pointed out that, unlike his predecessor, the late Chesser Campbell (AA, July 18), he did not come up through the advertising ranks.

"I'm certainly not the advertising expert Ches Campbell was," he said.

Mr. Wood's route to the top took him through the editorial department, the financial news desk and the business departments during his 35 years with the *Tribune*.

He joined the *Tribune* reporting staff in 1925, and was named financial editor in 1932. Two booklets he wrote in his tenure as financial editor, "Inflation & Your Money" and "Everyday Economics," won wide acclaim.

In 1939 Mr. Wood became assistant auditor and controller of the Tribune Co., and three years later moved up to auditor and controller of the company and several of its subsidiaries. He was elected treasurer of the company in 1951. In 1954 he added the duties of business manager of the *Tribune* and was elected a director of the Tribune Co.

■ Following the death of Col. Robert R. McCormick in April, 1955, Mr. Campbell was named president and publisher, and Mr. Wood was elected vp of the company and general manager of the *Tribune*. Messrs. Campbell and Wood, along with W. Don Maxwell, managing editor of the *Tribune*, were named executors of Col. McCormick's will.

Mr. Wood is also an officer in the other enterprises owned and controlled by the Tribune Co. He is president of WGN Inc.

Under Mr. Wood's leadership, the Tribune Co., with 14 principal subsidiaries, can be expected to keep expanding. "We have varied plans for expansion," he said, indicating the company is studying possible acquisitions in the media field. As an example, he said, the company is contemplating the purchase of a radio station to be operated with WPIX in New York.

■ The company also is studying acquisition of other newspapers, highlighting the current trend toward merger and consolidation in that field.

"Costs are going up, and some of the papers which are weaker financially will suffer," he said. "You're bound to see a continuation of this."

He pointed out that an increasing share of the profits of the Tribune Co. come from outside its newspaper-broadcast operations, but he added that this did not indicate a profit "squeeze" for the media, but rather a faster profit expansion in other areas.

One result of a merger was announced this week when the *Tribune* took over the sale of classified advertising for *Chicago's American*, a Tribune Co. subsidiary, and listed combination rates for the two dailies.

■ "We have no present plans for expanding this combination rate into other types of advertising," Mr. Wood said.

Although not directly involved in the selling of advertising, Mr. Wood has long been an astute observer of this income-producing end of the business.

"Advertisers are doing a better job today than ever before," he commented. "The ads are cleaner, sharper, and more interesting. And research surveys have helped make them more effective."

The new publisher recalled that the last time he sold advertising was during his student days at Lake Forest College, where he edited two weekly newspapers, and did reporting, writing, selling and sometimes a little press work, too.

Mr. Wood, born in Downers Grove, Ill., in 1901, won a four-year scholarship to Lake Forest by taking top scholastic honors in high school.

■ He received an A.B. from Lake Forest in 1922, then attended Harvard Graduate School for a year. He taught English literature and English history at Middlesex School, Concord, Mass., for two years. Before joining the *Tribune*, he also traveled abroad with a family whose two sons he was tutoring.

For the record, here are the various organizations which the Tribune Co. controls or has an interest in: *Chicago Tribune*, Chicago Tribune Building Corp., WGN Inc., Chicago Tribune Press Service, Chicago American Publishing Co., News Syndicate Co., News Building Corp., WPIX Inc., Chicago Tribune-New York News Syndicate, Ontario Paper Co., Quebec North Shore Paper Co., Baie Comeau Co., Quebec & Ontario Transportation Co., Illinois Atlantic Corp., Manicouagan Power Co., Canadian British Aluminum Co., Metropolitan Sunday Newspapers and First Three Markets Group. #

Neill Joins 'Fleet Owner'

Richard K. Neill, formerly with McGraw-Hill's training program and direct mail department, has been named to the sales staff of *Fleet Owner*, a McGraw-Hill publication, as district manager in Philadelphia.

Y&R Promotes Four Copy Men

Schuyler Van Vechten Jr., Alexander S. Peabody Jr., John Blumenthal and William B. Taylor have all been promoted from copywriters to associate copy directors of Young & Rubicam, New York.

Edward Smith Joins KQV

Edward A. W. Smith, formerly Detroit manager of the Adam Young station representative companies, has been named general sales manager of KQV, Pittsburgh.

Tyson Joins F&S&R

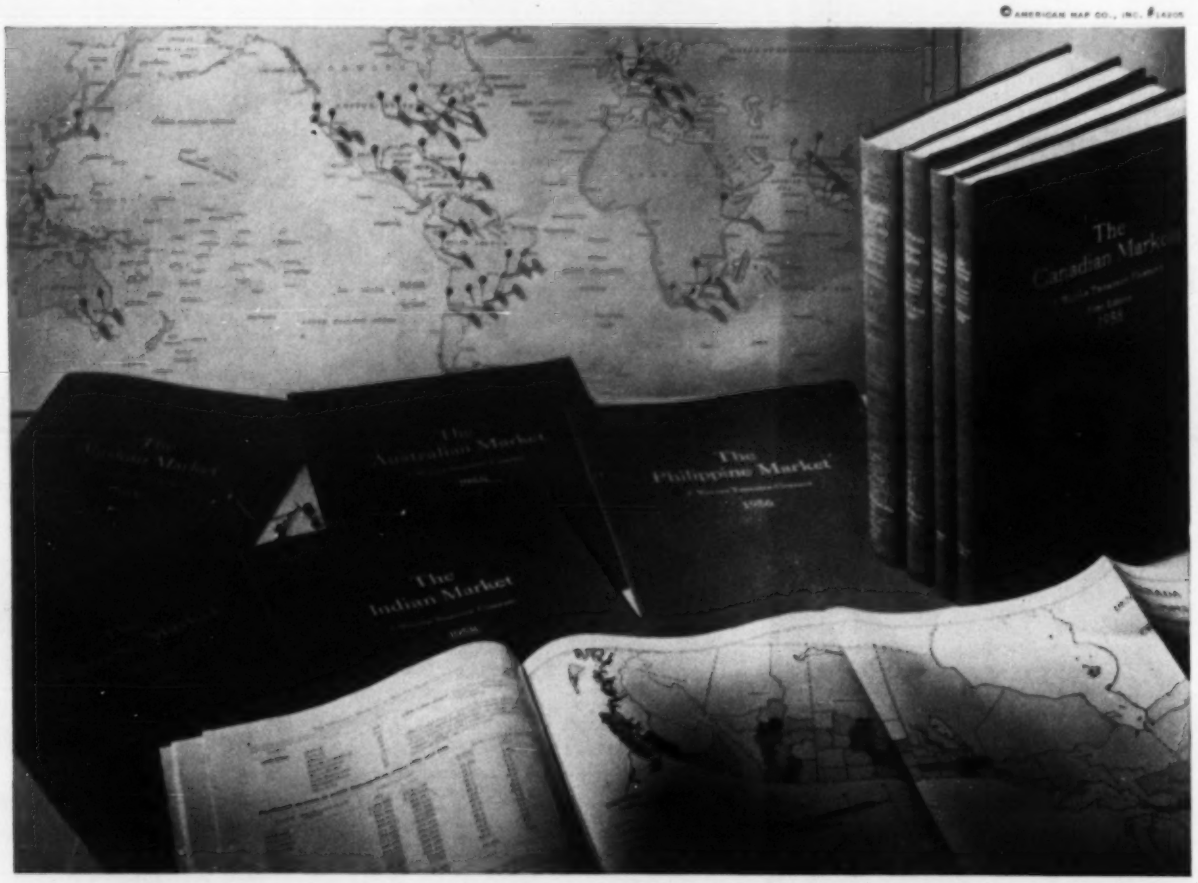
Thomas David Tyson, formerly with Feldman & Kahn Advertising, has joined the Pittsburgh office of Fuller & Smith & Ross as an account executive.

Wittine Named VP

Ferdinand J. Wittine, who joined Burdick & Becker, New York, in 1958 as director of marketing, has been appointed a vp.

Graystone Boosts Robinson

Lee Robinson has been promoted from chief copywriter to creative director of Graystone Associates, Midland, Tex.



Businessmen on every continent find the J. Walter Thompson Company's world markets series offers a unique guide to the cream of world markets. So popular is this series, that stocks of many titles are already depleted. They are, however, available to you in most good libraries—or, write to us at 420 Lexington Ave., N. Y. 17, N. Y., for titles currently available. Recent titles include a brochure on The Hawaiian Markets and a book on The Mexican Markets.

65% of free-world population—
85% of its purchasing power—

How do you reach these people?

◆ In 40 of the major markets of the free world, there is a completely staffed J. Walter Thompson Company office—each is a leader in its business community.

Through these offices, you can reach the best of the free world's markets . . . 65% of its population and 85% of its purchasing power . . . markets with people who have money to spend and the *desire* to spend it.

J. Walter Thompson Company has been truly a world company for 40 years. Of 6,000 Thompson people, 3,500 are now overseas. Half of the Thompson Company business in overseas offices is from world clients, *an equal amount is from leading companies in each country.*

If you would like to know more about opportunities offered by markets overseas, we shall be happy to discuss them with you. The J. Walter Thompson Company facilities and long marketing experience overseas are unique.

New York, Chicago, Detroit, San Francisco, Los Angeles, Hollywood, Washington, D. C., Miami, Montreal, Toronto, Mexico City, San Juan, Buenos Aires, Montevideo, São Paulo, Rio de Janeiro, Porto Alegre, Santiago (Chile), Lima, London, Paris, Antwerp, Amsterdam, Frankfurt, Milan, Johannesburg, Cape Town, Durban, Port Elizabeth, Nairobi, Bombay, Calcutta, New Delhi, Madras, Karachi, Colombo (Ceylon) Sydney, Melbourne, Tokyo, Manila.

J. Walter Thompson Company offices in major markets of the free world

MR. STEWART OF CERTIFIED GROCERS CERTIFIES SUNSET

(for Western food marketing)

Campbell Stewart, you might say, is a grocers' groceryman. He's the president of the largest co-operative wholesale grocery organization in the world: Certified Grocers of California, Limited.

When Mr. Stewart says "I highly recommend Sunset to advertisers," he speaks from quite a vantage point. Certified Grocers account for more than 40% of the retail grocery sales in the Southern California market. Their annual inventory would cover 340 acres stacked 12 feet high!

The rapid growth of private label brands in the West, says Mr. Stewart, makes it necessary for national and regional brands to advertise more aggressively. He recommends Sunset for the purpose because "Sunset is full of information Western men and women want. Its authority and lasting quality are beneficial to the food advertiser."

Certified Grocers use Sunset's authority to good advantage. Nearly every issue of their popular weekly publication, "The California Homemaker" (90,000 circulation), features one or more "Sunset Magazine Recommended Recipes." And they sell Sunset on their newsstands. In the market area served by Certified Grocers, some 60% of Sunset's newsstand sales are in grocery stores.

Sunset's influence on the Western food market is no accident. Each year for many years, Sunset has led *all* magazines in food editorial pages. Sunset advertisers get the benefit. Starch Comparative Reports for 1950-1959 show that food advertising is read more thoroughly in Sunset *two times out of three!*

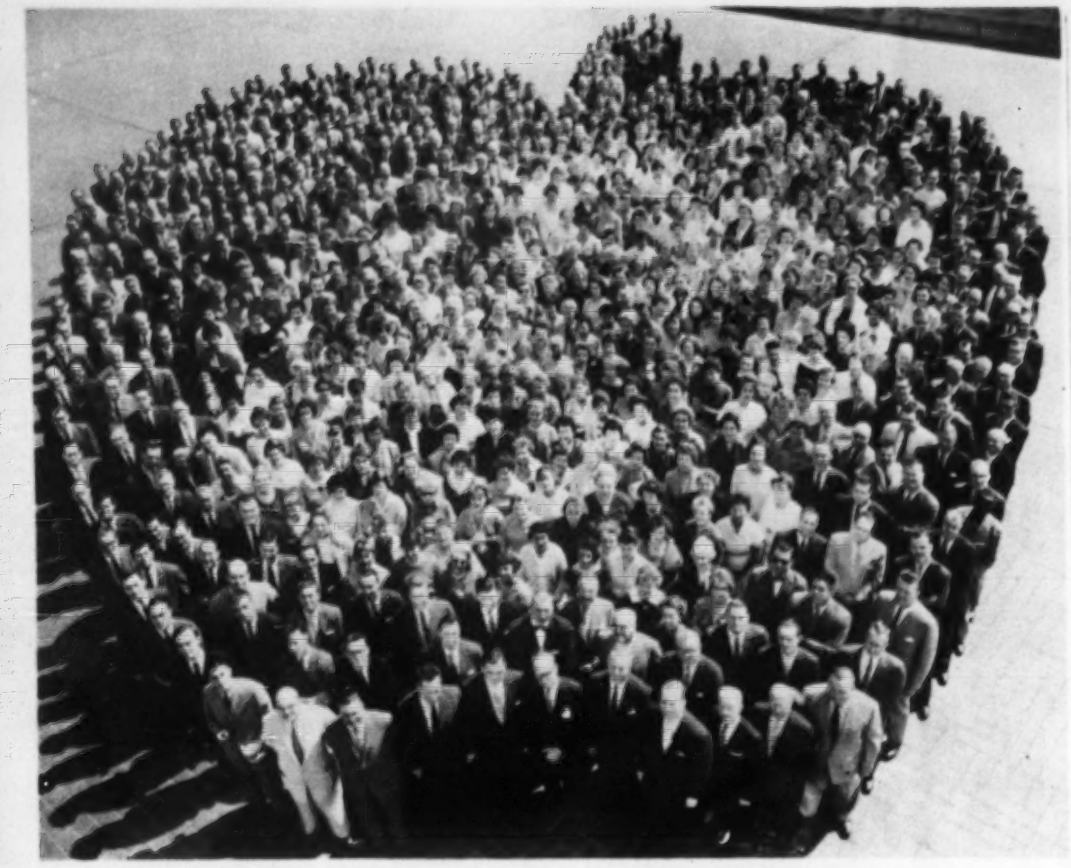
Does action follow? It does. Sunset families spend 37% more for food store purchases than the Western average, 55% more than the U. S. average. Generous living is partly responsible, but so, too, is their economic capacity. Their median income is 45% higher than the U. S. average.

If you sell grocery products in the Western market, your advertising belongs in every issue of Sunset (or its localized zone editions). It's the magazine of *influence* among the best customers in the West and Hawaii.

Mr. Stewart gets report from Mr. Roland Renaud, Superintendent, at vast dock where the trucks are loaded by a mechanized chain-line system.

THE MAGAZINE OF WESTERN LIVING **Sunset**

LANE MAGAZINE COMPANY, MENLO PARK, CALIFORNIA



THE BIG APPLE—*In observance of the 25th anniversary of the founding of Leo Burnett Co., 660 of the 794 persons employed in the agency's Chicago headquarters posed for this picture in the form of a giant apple. The picture was taken on a veranda of the Prudential Bldg. The group weighed 50 tons.*

Creative Thoroughness Builds Burnett to No. 6

(Continued from Page 3)

salaries at Burnett than at other agencies of comparable size. Draper Daniels, exec vp in charge of the creative department, told Advertising Age that research has disclosed that Burnett's payroll for creative departments is about 20% higher than the average for agencies billing $40,000,000 and more.

"We try to set our standards higher than anyone can hope to attain, and hire people with the pride that drives them to try to attain those impossibly high standards and the ability which enables them to be successful more often than otherwise," Mr. Daniels said.

■ Mr. Burnett is one creative man who has only the highest regard for good research, and pooh-poohs the notion that research cramps a creative man's style.

"If the research is sound, it will not hamper any creative man who is worth a damn," he said. "If anything, it will stimulate him and unlock some doors for creative copy ideas."

Mr. Burnett pointed out that several research studies of the meat field ordered by the agency helped it land its first major account—the American Meat Institute—in 1939 (billings of $2,000,000). A vacuum cleaner survey conducted by the agency in 1936, a dismal year for the appliance field, helped the agency boost Hoover sales.

To what does Mr. Burnett attribute his agency's success?

"Tremendous thoroughness," he said. "This applies to market analysis, media proposals and research, as well as to creative planning. I like to feel that we start just about where the average agency leaves off. I like to think of us as a hard working agency. We have never been content with easy answers.

"All-out dedication to creative excellence, regardless of the potential financial returns from the particular job at hand. Pride in a job well done may not be the best rule in the world for making money fast, but if you have enough pride in enough jobs for enough years the financial rewards become automatic.

"Getting together a talented bunch of top people. Spending more time, sweat and tears on advertising ('getting out the ads') than on politics, maneuvering, entertaining clients and personal jockeying for position," Mr. Burnett said.

■ Although he has frequently been accused of driving his employes and of working himself to death, Mr. Burnett denies that he works 364½ days a year, taking a rest only on Christmas morning. "I work hard. I always have, and I suppose I always will," he said. "But I don't work 364½ days a year, and I don't work nights any more. I enjoy working, and I love my work, and I do take some work home with me on weekends." He admits to working about 50 hours a week now.

Mr. Burnett has been concentrating on creative functions since the agency's 20th birthday five years ago when he became board chairman, giving up the president's post to Mr. Heath (AA, Aug. 8, '55).

■ The agency made its most important executive staff realignment two years ago (AA, Dec. 28, '58). At that time, Mr. Heath was named chairman of the executive committee and second officer of the agency; W. T. Young Jr. was named president; DeWitt O'Kieffe became senior vp; Mr. Daniels was appointed exec vp in charge of creative services; Joseph Greeley became exec vp in charge of marketing services; Philip J. Schaff Jr. was named exec vp for administration and finance; James E. Weber, exec vp in charge of client relations, was given extended responsibilities and Edward M. Thiele was named account supervisor. Mr. Burnett continued as board chairman and first officer.

In explaining the realignment, Mr. Heath said:

"We feel that three important objectives are attained through these moves. One, we can provide even greater depth and quality in all phases of Burnett service to clients. Two, we are able to recognize and reward an exceptionally talented and able group of younger men. Three, the creative personality of the agency is fully maintained."

All of these men are members of the Burnett board of directors. Other board members include F. Strother Cary Jr., vp, client services; Leonard S. Matthews, vp, marketing services; Eldon M. Sinclair, president, Leo Burnett Co. of Canada, and Austin Wyman, counsel.

■ Messrs. Burnett and Heath feel that the agency has a better than average record in retaining accounts, once they have come into the Burnett fold.

"We think we have fewer tombstones than other agencies as far as losing accounts is concerned," Mr. Heath said. "One reason for our better record may be our attitude toward clients and the job to be done. We take a second, third, fourth and even a fifth look at projects we do for accounts, without any urging from the accounts."

Service and more service is vital to good relations with clients, according to Mr. Burnett. "Service to clients is our responsibility," Mr. Burnett said. "We visit them often and do everything that is necessary and then some.

"We are never in a hurry to get home."

Messrs. Burnett and Heath make no secret of the fact that they would love to land a big beverage account. The agency had little success in past years on the restless Schlitz and Pabst beer accounts, but reportedly did a tremendous job for G. Heileman Brewing Co., which the agency resigned by prior agreement with Heileman, to take on Pabst.

■ Mr. Burnett fullfilled a longtime ambition two years ago when the agency landed Chrysler Corp.'s corporate advertising account, which was billing about $8,500,000 (AA, March 3, '58). Although the agency had never handled a car account, Mr. Burnett got his start in advertising as the advertising manager of LaFayette Motors Co.

Before capturing Chrysler, the agency had failed in several previous attempts to land a car account. It finished second to Foote, Cone & Belding in bidding for the Edsel account, and was a strong contender in the scramble for the Buick account.

"We wrote to Chrysler, requesting a chance to present our qualifications," Mr. Heath told AA. "They granted the hearing. We told Chrysler our complete story. We showed Chrysler examples of creative work for other clients—in specific cases we described how we arrived at our recommendations.

"We reported fully on our facilities, depth in people, scope of services, etc. And, of course—knowing that the corporation was on the air with 'Climax'—we stressed our strength in broadcasting and facilities for a fast take-over of this property. Within a week after our meeting Chrysler hired us," Mr. Heath said.

■ The agency paved the way for soliciting auto accounts when it ran the now famous "Vanishing American" ad in three Detroit newspapers, frankly announcing that it was seeking a car account. Although Mr. Burnett said the ad had nothing to do with the agency getting Chrysler, he commented, "The ad at least let the car manufacturers know that we were interested in their business."

Does the agency have any goals for the future, such as size and billings? "Primarily we intend to remain solvent and do all within our power to help our clients do likewise," Mr. Burnett said. "In addition, we hope to be the best agency in the business in fact and in name."

As for expansion, Mr. Heath said the agency currently is examining the possibility of setting up offices in Europe. "We have held talks with one British agency and have explored the European market, but we have made no definite plans as yet," he said. He added, however, that the agency "sees no immediate need for more branch offices in the U. S. and Canada."

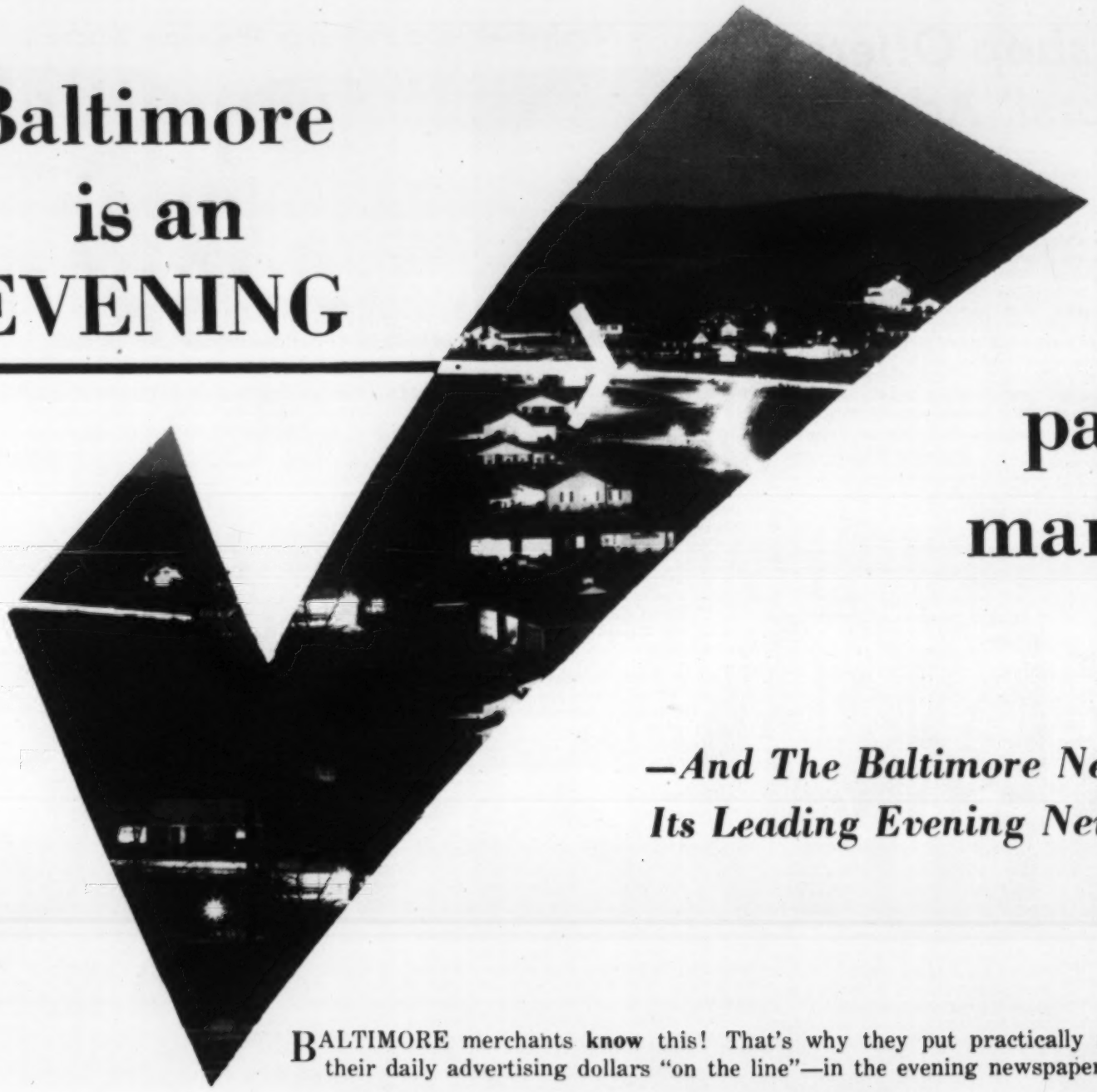
■ The agency currently is involved

(Continued on Page 108)

Daniels Matthews Weber Thiele Heath Burnett Young Cary O'Kieffe Greeley Wyman Schaff

BURNETT BOARD—*Pictured are members of the board of directors of Leo Burnett Co. They include Draper Daniels, exec vp in charge of creative services; Leonard S. Matthews, vp, marketing services division; James E. Weber, exec vp in charge of client service; Edward M. Thiele, vp in charge of client service; Richard N. Heath, chairman of the executive committee; Leo Burnett, board chairman; W. T. Young Jr., president; F. Strother Cary Jr., vp in charge of client service; DeWitt O'Kieffe, senior vp; Joseph M. Greeley, exec vp in charge of marketing services division; Austin L. Wyman, chief legal counsel, and Philip H. Schaff Jr., exec vp for administration and finance. Not present is Eldon M. Sinclair, president of Leo Burnett Co. of Canada. The agency made its most important realignment of its top executives nearly two years ago.*

Baltimore is an EVENING paper market



—And The Baltimore News-Post
Its Leading Evening Newspaper

BALTIMORE merchants **know** this! That's why they put practically all their daily advertising dollars "on the line"—in the evening newspapers!

Baltimore Is An Evening Paper Market

Evening newspaper circulation represents 97% of all occupied dwelling units in the A.B.C. City Zone. And of these, The Baltimore News-Post delivers the most.
When you advertise in The News-Post, you're reaching the market you want to reach — the Big Market, the Buying Market, the Evening Paper Market!

The Fresh Point Of View

The Baltimore News-Post is the biggest selling evening newspaper in the Baltimore area. It gives its readers the most complete, up-to-the-minute news coverage—it analyzes the news in depth—it provides entertaining and informative features for every member of the family—and, it's famous for its modern "fresh point of view"!

Call In Your Hearst Advertising Service Representative

Plan now to present your product to the Baltimore buying public when it's most receptive to your message—in the pages of The Baltimore News-Post.

Local Advertisers Put Their Money In The Evening Papers

In the first five months of 1960 The News-Post carried 599,665 lines MORE of Retail Grocery Advertising than the Morning Sun.

Source: Media Records

The Baltimore News-Post

Represented Nationally By Hearst Advertising Service Inc.
Offices In 15 Principal Cities.

AA Workshop Offers 'Best,' 'Worst' Ad Clues

(Continued from Page 1)

told the summer workshop that mass advertisers who can afford "on-beat" advertising, but who use "off-beat" advertising by preference, "are wasting their money."

"There is some very good off-beat advertising . . . Its characteristic is specialized appeal to a limited audience," Mr. Guild said. But "off-beat advertising such as I have attempted to show you," he added, "is not widely used because most of the products which might benefit by off beat advertising do not have enough sales to afford any advertising.

"Unfortunately," he continued, "on-beat advertising is somewhat rare—in the same way really that popular comedians are rare, or top-notch singers, or hit plays or best-selling books. On-beat advertising can only be produced by great and unfettered talent, and that too is rare."

■ He emphasized that because an ad is unusual, different, clever, bizarre and invariably attention-getting it is not necessarily off beat.

"Most of the creative people in good advertising agencies are capable of turning out on-beat advertising," Mr. Guild said, "but too many things get in their way . . . too many cliches, too many sacred cows, the philosophy of playing it completely safe, the fear of losing an account, and very often the dread of the dreadful drudgery involved in developing really first-class advertising.

"Much of the advertising that is called off beat is not off beat at all, but on the contrary is on-beat advertising. I submit that on-beat advertising sells like crazy. The closer advertising gets to on-beat advertising, the better it sells, and

Arthur C. Mayer Walter Guild

the closer it gets to beat advertising, the worse it sells."

■ Arthur C. Mayer, copy chief at Hicks & Greist, New York, told the admen that "Bigness and creativity are not necessarily synonomous."

He observed that "a new breed of agency has made the advertising scene" with some of the most exciting and effective advertising around.

"Today, even the biggest national advertisers are looking with new interest at compact creative agencies with billings of $10,000,000 and under . . . shops whose freewheeling way of working makes the best possible atmosphere for the origination of great advertising.

"Creativity—that is, the effective brand of creativity found in the compact shop—is a burgeoning force that cannot be ignored," Mr. Mayer said. "It's become a fact of advertising life."

■ Citing Dr. Edward C. Bursk, editor of the *Harvard Business Review*, who claims that "dullness is the primary problem advertising faces today," Mr. Mayer noted that "it is the compact, creative agency which today leads the way toward more provocative, interesting advertising."

He said, "It doesn't take big billings to produce big ideas," and offered 30 "of the best ads and commercials seen anywhere," each created by an American agency billing under $10,000,000 annually.

Mr. Mayer said the reason exciting advertising is "pouring" from compact, creative shops is that their personnel "are permitted more freedom. They don't get bogged down. Their ideas don't have to be filtered and re-filtered through group heads, supervisors, plans boards, account groups, etc."

Industry Needs

■ Hal Stebbins, president of Hal Stebbins Inc., Los Angeles, asserted that the advertising industry needs, "above all," young men who can "present the unexpected and still make sense."

In sweeping the current ad

John D. Yeck Hal Stebbins

scene, Mr. Stebbins offered that "we might—with righteous resignation—say that advertising, like West Virginia, is 'a darn good state for the shape it's in.'"

He added, however, that "the hard core of truth is this: Our advertising economy is no different than our physiologic economy. If your little finger is sick, your whole body is sick. And a good deal of this advertising sickness starts at the top. Top management isn't infallible. If it were, there would not be so much mismanagement of advertising.

"As a result," he continued, "many campaigns hailed as great successes today achieve their ends only through physical and fiscal momentum. Their schedules are thick, but their themes are thin. They are rich in linage, but poor in image. True, they have shock. They have power. They have what martial men at the Pentagon call 'massive retaliation.' But they don't hit home because the human equation always transcends the mathematical. They lack authority and conviction.

■ "You do not fall heir to the voice of authority through bonanza budgets; through commanding space and lavish art. You have to earn it through creative spark and sustained sincerity. And you get it by turning over all the salient facts to competent craftsmen—and then leaving them alone. For only in that way will they have the courage to question and the boldness to grow. And as you well know, 'the formula for failure is to try to please everybody.'"

Mr. Stebbins continued, "If today there is a genuine creative renaissance in advertising—and I sincerely feel there is—it is due to the tempo and temper of the times; to invention born of desperation; to the revolt against the sinister sameness, the pat and pretty, the trite and tired, in advertising; to the increasing clamor for the public eye and ear and the decreasing span of attention. It is a mad race not only for money but for time—time to look and listen, to read and heed.

"When you sum it up and simmer it down, we can look forward to a real renaissance in advertising only if the powers-that-be let go. If they insist on muddying the track they'll wind up with plugs, not sparks; with plodders, not plotters.

"So let's have more brave bulls who know their way around creative china shops—and fewer sacred cows to block their path. Let's give advertising a chance to show what it can do on its own—unbound by time-tattered theory; unfettered by formula; uncowed by committees."

■ John D. Yeck, partner of Yeck & Yeck, Dayton, stated the following as the four fundamental steps "to get profitable ideas": Know your problem, have a hunch, smooth it out and put it into practice.

He added, however, "of all the steps I've mentioned, only two are absolutely essential: (a) Have an idea, and (b), put it in practice. Yet this final, vital step is, interestingly enough, the weakest area for many idea men. They are quick, active thinkers. They get 'good ideas,' but as soon as they lay down their idea-egg, they leave it, impatient for another brainwave, unwilling to take the time to hatch it.

"Communicate and 'sell' your idea to someone who can put it in practice," Mr. Yeck urged.

"A creative idea," he said, "is any thought that's new to the thinker or the situation . . . a reorganized thought . . . a new relationship of old elements.

"A profitable idea," he added, "is all of that, and more. A profitable idea is 'on purpose.' And it's successful. It gets you what you wanted when you started thinking.

"Ideas can be profitable," he concluded. "'Nothing,' they say, 'is as powerful as an idea whose time has come.' Which should remind us again that it's neither speed nor numbers, but quality in ideas, that counts. Some snide character recently remarked that Henry Ford only had one good idea in his life. Well, maybe. But, if so, it was a dandy. Here's hoping you do half as well."

Panels Pick Best Ads

Draper Daniels, exec vp in charge of creative services, Leo Burnett Co., hosted a session which presented selections of "best ads" from single issues of six publications as picked by three panels.

Draper Daniels

The first panel reviewed and selected ads from *The New Yorker* and *Farm Journal*. Panelists were Ernest W. Eversz, vp, Foote, Cone & Belding, Chicago; Mrs. Phyllis K. Robinson, vp, Doyle Dane Bernbach, New York; James C. Nelson Jr., vp and copy chief, radio and tv director, Hoefer, Dieterich & Brown, San Francisco; Donald G. Calhoun, vp, McCann-Erickson, New York; Mary E. O'Meara, vp, Young & Rubicam, New York; William L. Spencer, vp, Gardner Advertising, St. Louis, and Mr. Daniels.

The panel reviewing ads from a single issue each of *Life* and the *St. Louis Post Dispatch* was composed of David F. Bascom, chairman, Guild, Bascom & Bonfigli, San Francisco; Robert T. Colwell, vp, J. Walter Thompson, New York; Howard L. Gossage, exec vp, Weiner & Gossage, San Francisco; Albert A. Klatt, vp, Needham, Louis & Brorby, Chicago; Howard Shank, vp, Grey Advertising, New York; Wilson A. Shelton, senior vp, Compton Advertising, New York; William D. Tyler, exec vp, Benton & Bowles, New York, and Mrs. Jackie Agnew West, vp, Cunningham & Walsh, New York.

■ Reviewing and picking ads from single issues of *Ladies' Home Journal* and the *New York Daily News* were James F. Egan, senior vp, Doherty, Clifford, Steers & Shenfield, New York; Walter B. Booth, vp, Campbell-Ewald, Detroit; Barrett Brady, senior vp, Kenyon & Eckhardt, New York; Whit Hobbs, associate copy director, Batten, Barton, Durstine & Osborn, New York; Edward D. Biddle, president, Biddle Co., Bloomington, Ill., and Jeremy Gury, senior vp, Ted Bates & Co., New York.

Members of each panel were instructed to make their selections of the five best ads in each of the two publications they reviewed. Their collective choices are as follows:

• *New Yorker*—1. (tie) Wedgwood and Jantzen; 2. Simmons; 3. Dansk; 4. *New York Times*, and 5. Qantas. The Bachrach and Mallorca ads each received one vote for first place.

• *Farm Journal*—1. Cyanamid; 2. Strongbarn; 3. (tie) Lilly Hygromix and Champion; 4. Lucky Strike, and 5. Florida Citrus. Purina Dog Chow, Check-R-Mix and B. F. Goodrich received one first place vote each.

• *Life*—1. Smirnoff vodka; 2. Northern tissue; 3. Campbell's products; 4. Hunt's catsup, and 5. Scott's lawn care.

• *St. Louis Post-Dispatch*—1. Gaines Gravy Train; 2. International Ladies Garment Workers' Union; 3. Instant Yuban; 4. Jell-O, and 5. (tie) Union Electric and Famous Barr.

• *Ladies' Home Journal*—1. Lady Buxton; 2. (tie) Jell-O and General Foods Kitchens; 3. Dr. West; 4. (tie) Rexall and Lustre-Creme, and 5. Snider's catsup.

• *New York Daily News*—1. RCA-Whirlpool; 2. Macy's; 3. (tie) Helena Rubinstein and Metropolitan Life Insurance Co.; 4. (tie) Florida orange juice and Jell-O, and 5. (tie) Mueller's macaroni, Gimbel's and Ken-L-Ration.

■ Five lively two-hour sessions were conducted to discuss 125 advertisements from the six publications reviewed by the judging panels. The sessions were led by Ernest A. Jones, president, MacManus, John & Adams, Bloomfield Hills, Mich.; Fairfax M. Cone, chairman of executive committee, Foote, Cone & Belding, Chicago; William A. Marsteller, chairman of the board, Marsteller, Rickard, Gebhardt & Reed, Chicago; Raymond O. Mithun, chairman of the board, Campbell-Mithun, Minneapolis, and Chester L. Posey, senior vp and general manager,

(Continued on Page 106)

'Professors' and Publisher Welcome Students

S. R. Bernstein

G. D. Crain Jr.

S. H. Britt

Ernest A. Jones Fairfax M. Cone

TEACHER TEACHER—*Apparently eager to answer a question, attentive students at the Advertising Age summer workshop wave their hands for attention.*

This
CHRISTMAS
5,000,000 families
will shop from...

The Good Housekeeping

Buyers Guide

REPLACEMENT OR REFUND OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

A purse-size listing of branded products with this Good Housekeeping Money-Back Guaranty

This important new editorial feature will reach the public just in time for Christmas buying. The Buyers Guide is a purse-size listing of products with the Good Housekeeping Money-Back Guaranty. It will be bound into the November issue of Good Housekeeping in easily removable form, ready to be slipped into 5,000,000 handbags to go shopping.

The brand name in the listing will tell consumers that a product has been thoroughly investigated by the Good Housekeeping Institute, and has earned the Good Housekeeping Consumers' Guaranty. And the Guaranty Seal influences the buying decisions of 40,930,000* women.

To make it continuously useful, The Buyers Guide will be published twice a year. The first issue will appear well in time for Christmas shopping, when customers will welcome it most.

BUYERS GUIDE LISTING WILL INCLUDE:

Foods and Beverages
Drugs and Cosmetics
Electric and Gas Appliances and Equipment
Apparel and Textiles
Furniture, Bedding and Rugs
Housewares
Linens
Glass, Silver and China
Jewelry, Clocks, Watches
Books and Games
Confectionery
... and others

Good Housekeeping
MAGAZINE AND INSTITUTE

A HEARST MAGAZINE

*Crossley, S-D Surveys

Young Chicago loves to buy...

...the Chicago Sun-Times

Don't *all* young families love to buy? Of course—but in Chicago there's a difference. In Chicago you can *concentrate* on young families. Advertise in the Sun-Times: more than half its readers are men and women 35 and under!

Send for your copy of the 1960 Chicago Consumer Analysis. Now available.

The Editorial Viewpoint . . .

Continuing Emphasis on Creativity

Last week ADVERTISING AGE held its third annual Summer Workshop on Creativity in Advertising, when more than 450 eager men and women from all over America and Canada, and from as far away as England, Mexico and Panama, gathered at the Palmer House in Chicago to spend three and a half hectic days analyzing, reviewing and studying the form and content of advertising.

We must confess that for us this was a welcome change from recent days, in which we have been immersed in those "larger aspects" of advertising and marketing which have been brought to the fore in political discussions and in the dozens of economic and psuedo-economic debates which have taken place during recent weeks.

The future of advertising may be at stake in the Democratic platform plank, or in the kind of candidates the Republicans have put before the country; the whole area of marketing may be crumbling before the onslaught of the newest batch of "new thinkers"; the total business climate of this country and of the world may be subject to instant change, and every adman's future may hang in the balance . . . but it is nice to realize that even so, the heart and the guts of advertising are words and pictures that are persuasive and attractive, and that even if advertising wins all its battles with outside adversaries, it can be truly successful and useful only if it is well and competently turned out by technicians who are unusually gifted in the art of persuasion.

At Four A's meetings in 1955, Leo Burnett presented a "rather rambling collection of things I have learned about this fascinating business," which began with a parody on Kipling entitled, "Finally Somebody Has to Get Out an Ad."

At the risk of carrying a good parody too far, we'd like to present a single verse of our own parody of Burnett's parody of Kipling, induced by our experiences of the past couple of weeks:

When the pols' last meeting is over,
And the experts have said all their say,
When the profs have exhausted their logic,
And speakers have spouted all day,
We shall work, and, by God we shall have to—
So get out the sharp pencils and pads,
For despite what they say on the platform
We still have to SELL *with our ads!*

So we salute the hundreds of earnest men and women who spent the better part of a grueling week making serious efforts to learn the newest developments in advertising production and presentation, reviewing current activity, studying the work of the best people in the business, to the end that they may become more competent craftsmen.

In fact, we should like to have invited any non-advertising skeptics who still think admen are "hucksters" to see these people at work—from 9 a.m. to 10 p.m., with scarcely time out for food . . . not partying, not playing, but paying deadly serious attention to the business at hand.

It's comforting to see so many of them, who believe with Leo Burnett, the philosophy he expounded in the last verse of that parody we mentioned:

But after all isn't ad-making
For print, radio and tv,
The best possible life for an adman,
The full life for you and for me?
Let others have gray suits and homburgs,
We'll stick to black pencils and pads,
The life, core and heart of our business,
You're right—it's making the ads.

That Man's Here Again

It seems a shame, now that we're in this joyous mood, to be suddenly confronted with the news that Vance Packard will have another book out come fall. Title: "The Waste Makers."

Using the best techniques of promotion, his publishers are circulating copies of the "introduction" to this book. Here are some excerpts:

"Already the pressures to expand production and consumption have forced Americans to create a hyperthyroid economy which can be sustained only by constant stimulation of the people and their leaders to be more profligate with the nation's resources . . .

"When I refer to the waste makers . . . I refer primarily to those who are seeking to make their fellow citizens more prodigal in their daily lives . . . there will be no villains in this book . . . Profligacy is the spirit of the era. Historians, I suspect, may allude to this as the Throwaway Age.

". . . A good many Americans and Europeans have a pretty direct stake in the failure or success of business men in inducing us all to be more wasteful . . . These kindly people may feel uneasy about the wastefulness they see and yet have a vested interest in its accelerated perpetuation. And the professional marketer whose efforts to induce profligacy they may deplore is simply the trained expert hired to work on their behalf."

Gladys the beautiful receptionist

—Samm S. Baker, Donahue & Coe, New York.

"The biggest mystery of that new mystery show is why the sponsor bought it!"

What They're Saying . . .

No Crumpets?

A service station dealer in San Antonio gives away a can of sauerkraut with each tuneup of a German car, a jar of French dressing for similar work on a French car, and a can of spaghetti for work on an Italian car, reports *National Petroleum News*, McGraw-Hill publication.

—"Briefs," McGraw-Hill publicity release.

Press Release of the Week

What with the sizzling weather and the torrid oratory on tv and radio from the Presidential conventions, the Hotel Edison, New York, has announced its New Year's Eve prices to cool off things.

Tariff in the famed Green Room will be $12.50 a person minimum, including tax, noisemakers, and favors.

"How can anyone feel hot thinking about going out on New Year's Eve?" asked Irwin H. Kramer, the hotel's vp.

—Sy Presten Associates, New York.

Up in Smoke

The manufacturer's percentage share of the price of a pack of cigarets has remained constant since 1948, according to the maker of Viceroys.

Out of an average per-pack price of 27¢, Brown & Williamson Tobacco points out that cigaret makers and leaf dealers last year received 4.8¢, or about 18%. This is the same per cent share received over the past 12 years. The retail price of cigarets has increased 7.3¢ in the same period.

The company pointed to government reports showing that federal and state taxes accounted for 11.4¢ of the average 1959 retail price per pack, while tobacco farmers received 3.8¢ and wholesalers and retailers 7¢.

—Release from Carl Byoir & Associates for Brown & Williamson Tobacco Corp.

Advertising Age

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

Rough Proofs

"Nothing shaves like a blade," insists Sunbeam in its new promotion for Shavemaster.

Just what we've been saying right along, adds Gillette.

•

"Look mom, no cavities," the tykes in Crest advertising have been shouting enthusiastically, and now the American Dental Assn. has indicated that it is prepared to agree with them.

•

There's much more advertising by associations and trade groups, the Magazine Advertising Bureau reports.

Competition is the life of trade, and a lot of it is between industries.

•

Dorothy Gray is using pictures of dark-haired Latin beauties in its cosmetics advertising in the Caribbean, where gentlemen may prefer blondes, but the ladies are all brunettes.

•

Conflict of interest, which bobs up occasionally among office holders, is also a problem among the far-flung bureaucracies of the giant corporations, whose billions in expenditures must be distributed with an eye only to the interests of the stockholders.

•

General Foods spent $110,000,000 for advertising of all kinds in fiscal '60, stockholders were told, and when they learned that this policy produced a net of $61,000,000, they agreed it was a darn good idea.

•

Americans are interested in politics and political conventions, but when the three tv networks give their all to the presentation of these sideshows and circuses, independent stations have no trouble at all increasing their program ratings.

•

Chevrolet dealers in Detroit were given a chance for the first time to promote sales to GM factory workers, and got response from 35,000.

Some of the employes may not have been completely certain as to what cars they were building.

•

Metropolitan Sunday Newspapers describes comics as the sleeping giant who makes 40,000,000 people laugh every week.

Of course some of the comics are so unfunny that they also make a lot of people cry.

•

The United States has no monopoly on advertising research. Jiro Yamanaka has just come out with a formula for pre-determining advertising readership in a study for Dentsu of Tokyo.

•

Tatham-Laird and E. J. Brach have parted company as agency and client with expressions of mutual esteem and affection.

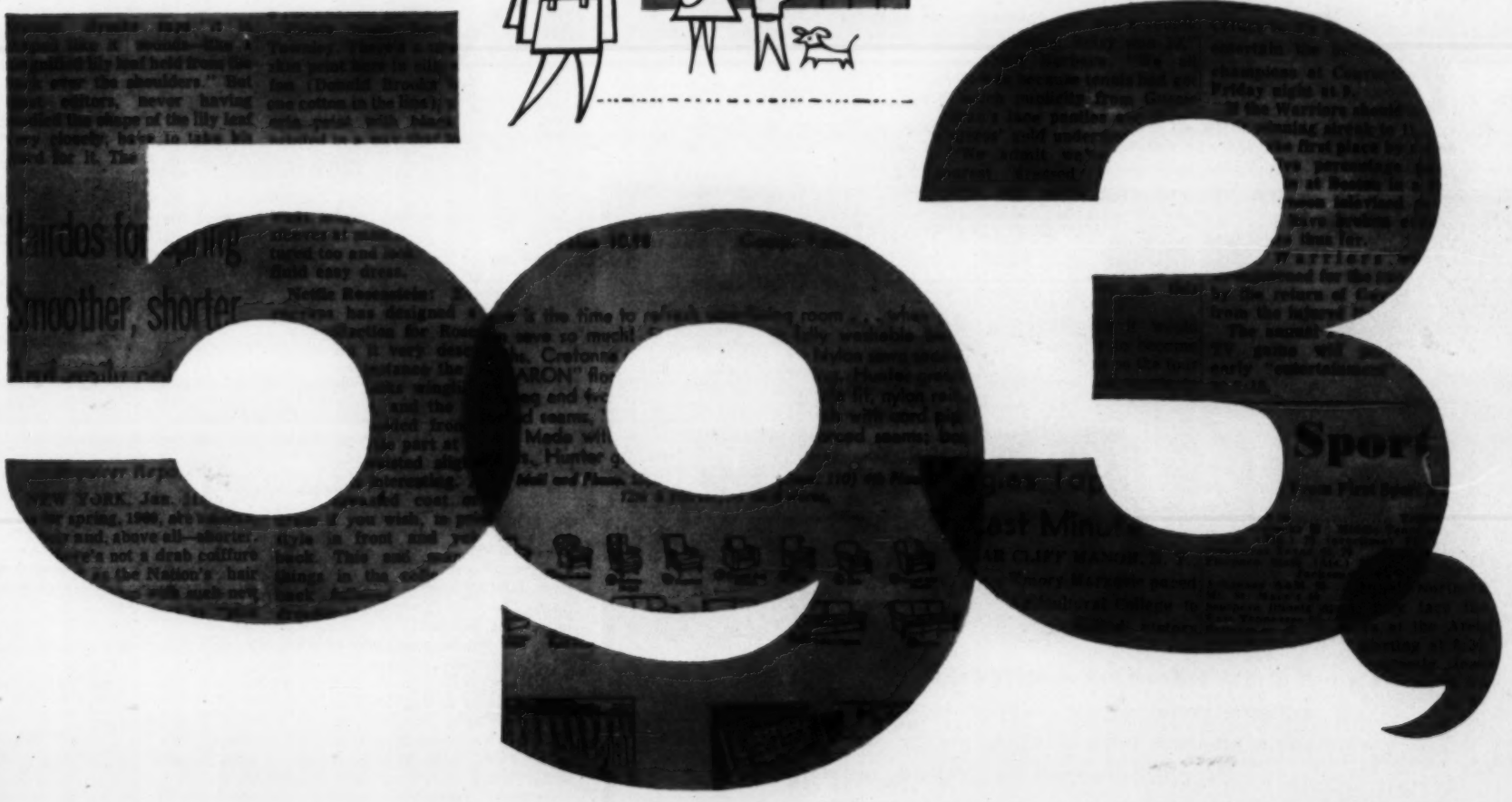
Only trouble was the agency couldn't make any money on the account.

COPY CUB.

strength in the city, superiority in the suburbs

Strength in the city? 700,000 adult readers for The Inquirer. Superiority in the suburbs? 706,000 adult readers . . . 593,000 EXCLUSIVELY.* In the suburbs where 58% of the market's retail sales are made, The Inquirer gives you an EXCLUSIVE audience larger than the major evening paper's TOTAL suburban audience.

593,000 suburban readers
exclusively yours in The Daily Inquirer



The Philadelphia Inquirer

Source: "Philadelphia Newspaper Analysis" by Sindlinger & Company Inc. Highlights available on request.

Good Mornings begin with The INQUIRER
for 1,433,000 adult daily readers

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
ROBERT T. DEVLIN, JR.	EDWARD J. LYNCH	RICHARD I. KRUG	FITZPATRICK ASSOCIATES	FITZPATRICK ASSOCIATES
342 Madison Ave.	20 N. Wacker Drive	Penobscot Bldg.	155 Montgomery St.	3460 Wilshire Boulevard
Murray Hill 2-5838	Andover 3-6270	Woodward 5-7260	Garfield 1-7946	Dunkirk 5-3557

Campbell-Mithun Adds Seven to Chicago Staff

The Chicago office of Campbell-Mithun has added seven creative and account-handling men. Assigned as account executives on the Kroger Co. account are Frank H. Hoell Jr. and Pierre F. Marshall. Mr. Hoell was most recently account executive at Kenyon & Eckhardt; Mr. Marshall was vp and account supervisor at Keyes, Madden & Jones.

David Burns and John McGee have been named account executives on the American Dairy Assn. account. Mr. Burns was product advertising manager at Libby, McNeill & Libby. Mr. McGee was transferred from the agency's Minneapolis office. Currie L. Brewer, formerly at H. W. Kastor & Sons, has been named an account executive on the Helene Curtis Industries. Kermit Myers, formerly with Portland Cement Assn., will work on the ADA account also. Robert E. Kilbride, a former advertising and pr consultant to the University of Chicago, will have charge of public relations activities at Campbell-Mithun.

Hanson to Retire as ABC Research Director

Vernon Hanson, research director of Audit Bureau of Circulations, Chicago, will retire Jan. 1 to become a publication consultant serving business publications and magazines.

Vernon Hanson

Mr. Hanson joined ABC in 1915 as one of its first field auditors. He was appointed to the executive staff as chief house auditor in 1918, and then became manager of the publishers' statement department. He was named research director in March, 1955.

TelePrompTer Promotes 3

Don Redell, formerly eastern manager of the equipment division of TelePrompTer Corp., New York, has been promoted to director of sales in the programs and productions division, a post vacant since March when Bart Swift left it to join Theater Network Television. Two members of TelePrompTer's New York tv and film service division also have been promoted: George Kassimatis was named manager and Leslie H. Read, director of sales.

Viking Names Burnap

Viking air products division of Crane Corp., Cleveland, has appointed David K. Burnap Advertising, Dayton, to handle its advertising. Carr, Liggett Advertising, Cleveland, is the previous agency.

Getting Personal

Gerald Whaley, assistant pr director of the National Automatic Merchandising Assn., named recipient of the Publicity Club of Chicago's 1960 award for "exceptional service," missed the awards dinner while awaiting the birth of a new daughter, Lisa Ann, who arrived that night at 8:32 . . .

Harry E. Abt, president of Brand Names Foundation, is recuperating at his home in Ithaca, N. Y., from a slight heart attack . . .

Fred Boulton, vp of J. Walter Thompson, Chicago, and **Bob Foreman,** exec vp of BBDO, New York, have combined their creative talents in a story, "Bigmouth Tells All," in the August *Sports Afield* . . .

Michael F. Ellis, board chairman of the Ellis Advertising Co., Buffalo, has been made a Kentucky colonel . . . **D. Robert Parman,** a senior vp of Ted Bates, has been elected chairman of the board of directors of the New York County chapter of the Multiple Sclerosis Society, while **G. Douglas Morris,** vp at Warwick & Legler, has been elected a member of the board. Mr. Parman is also a member of the society's national board . . .

The Assn. for the Help of Retarded Children has elected three honorary chairmen for its 1960 campaign: **Lee H. Bristol Jr.,** director public relations, Bristol-Myers; **Sam Cook Digges,** administrative vp of CBS Films, and **James J. Harris,** president of Guest Pac Corp. . .

Honoring the Minds that meet the Challenge of the '60s...

IRE remembers the MAN

. . . for advancements in data transmission

The *Medal of Honor,* IRE's highest annual technical award in the field of electronics, goes this year to Dr. Harry Nyquist, consulting engineer, "for fundamental contributions to a quantitative understanding of thermal noise, data transmission, and negative feedback." IRE is proud to honor Mr. Nyquist, and to salute all who, in this challenging decade of the '60s, work for the advancement of electronics and apply it to the betterment of our lives.

Harry Nyquist

Your company, too, has to meet the challenge of the '60s in the vast radio-electronics field; to do so, it too must "remember the man"—must reach the top-level minds who control purchasing for electronic equipment, components and supplies. 65,243 (ABC) of them read **Proceedings** every month—ACT on what they read. Present your company's facts in **Proceedings**—and watch the reaction!

For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE • The Institute of Radio Engineers

Adv. Dept. 72 West 45th St., New York 36, N. Y. • MUrray Hill 2-6606 BOSTON • CHICAGO • MINNEAPOLIS • SAN FRANCISCO • LOS ANGELES

PARADE PACER—*Joe Callan, president of J. M. Callan Co., Chicago merchandising agency, rode one of his favorite quarter horses, Buddy, with the Texas delegation in a recent Lions International parade in Chicago. Mr. Callan breeds and shows quarter horses out of Thunderbird Ranch, Woodstock, Ill.*

Think BIG when you think of PHOENIX

There's plenty going on in the wide-awake Phoenix market! In 1959 alone, construction in Metropolitan Phoenix reached an **all-time high** of $250 million, **up 47%;** population **increased by 50,000,** building permits more than **doubled!** Sell your products in this **billion dollar market** through the **one medium** that gets in and digs for results . . . with a **91.6%** daily metropolitan coverage, plus a **63%** state coverage.

The Arizona REPUBLIC The Phoenix Gazette

Morning and Evening Combination

Chas. E. Treat, National Advertising Manager, Box 1950, Phoenix, Arizona • Phone ALpine 8-8811 • Represented Nationally By Kelly-Smith Co.

Postcards from Kathmandu, Nepal, bring news of adventurer **Will Graham,** J. Walter Thompson vp, who reports that advertising in forbidden Nepal is handled by "street musicians who sing the product news to prospects, who watch with clear-eyed affection" . . .

Jules B. Singer, former Grey Advertising vp now setting up his own advertising-marketing consulting office in New York, is the author of "Your Future in Advertising," to be published in September by Richards Rosen Press . . .

"Benedictine and Moor," the story of Toumliline, a monastery of French Benedictine monks in Morocco, will be published in August by Holt, Rinehart & Winston. The authors: **Peter Beach,** a copywriter at BBDO, and William Dunphy, a philosophy professor at Fordham. The two made three trips to Morocco and France before the book was finished . . .

Oliver Treyz, president of ABC-TV, and Mrs. Treyz are on a six-week business-vacation tour of Europe. They return Sept. 4 . . .

Andrew Wilk, the third child of **Norman Cohen,** a partner of Mogul Williams & Saylor, was born July 27 . . .

John Wayne Pearson, son of **John E. Pearson,** head of his own New York station representative company, will be married Aug. 17 in Whittier, Cal., to Lois Henke . . . **Lily Trinkle,** in BBDO's media department, will wed John Boyle Oct. 8 . . .

James F. Haughton, publicity manager for *TV Guide,* has a piece about John Quinn, general manager of the Philadelphia Phillies, in the July issue of *St. Joseph Magazine* . . .

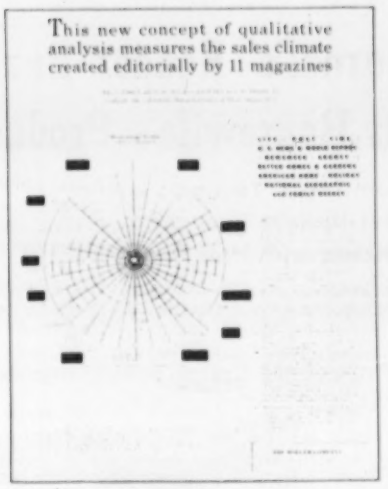
Leaving advertising far behind are three BBDOers in New York: **Mickey McMichael,** who for her nine years in the media department has been saving toward medical college, enters the University of Kentucky's medical school in August. **Bill Hurst,** recently of broadcast copy, is now owner and operator of a guest house-motel in Santurce, outside San Juan, Puerto Rico. **Trow Elliman** left BBDO's media department last month to develop a hilltop at Stowe, Vt., into a community of vacationers' cottages . . .

Larry J. Wolf, president of his own ad agency, recently was named Outstanding Boss of the Year by the Oklahoma City Junior Chamber of Commerce . . . In Mexico City 400 persons attended a Chamber of Commerce dinner at the University Club to honor **Red Motley,** U.S. Chamber of Commerce president . . .

Walter Haggerty Jr., account exec with Gibney & Barreca Inc., Springfield, Mass., and Ellen Grimes were wed . . . **Toni Couch,** copy chief at Lee Ramsdell & Co., Philadelphia, and Howard Head, president of Head Ski Co., Baltimore, were married July 30 . . .

"This new concept of qualitative analysis measures the sales climate created editorially by 11 magazines . . ."

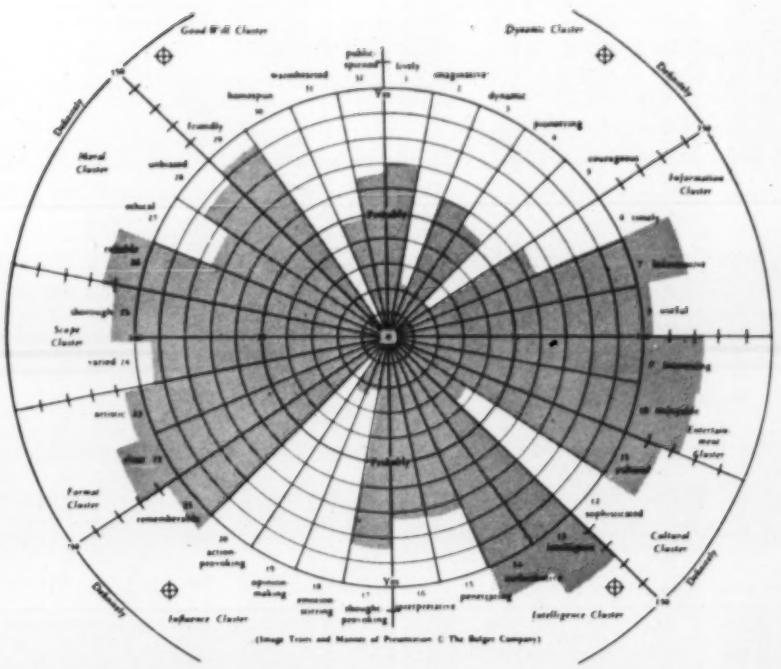
from Advertising Age,
July 25, 1960 issue



AND— *in 11 out of 32 measured characteristics—*

the NATIONAL GEOGRAPHIC

outranks all others!



HOW NATIONAL GEOGRAPHIC READERS FEEL ABOUT THEIR MAGAZINE is portrayed by this "image profile" chart. It covers 32 individual traits, arranged by 10 general "clusters". In 11 of these traits, the Geographic attained the highest scores of ALL magazines surveyed by the Bolger Study. Traveling clockwise, these are: INFORMATIVE • INTERESTING • ENJOYABLE • CULTURAL • INTELLIGENT • AUTHORITATIVE • REMEMBERABLE • CLEAR • THOROUGH • RELIABLE • UNBIASED.

The Bolger Company, specializing in corporate and media image evaluations, has recently announced the results of an 11-magazine study, based upon over 4,000 in-the-home interviews with readers in 36 representative cities from coast to coast.

Using its unique and proven "Media Image Profile" technique, this nation-wide Bolger survey probes in depth the attitudes of people toward the magazines they read. It determines, by using a list of 32 basic image characteristics or traits, the degree to which readers feel a magazine merits each description. Those interviewed grade the publication at one of six qualitative levels — *"definitely"*, *"yes"*, *"probably"*, *"probably not"*, *"no"* and *"definitely not"* — by sorting a set of 32 Univac "trait" cards. Processing of these cards then yields a reader-created profile of specific magazines in relation to each other.

The National Geographic is one of 11 major magazines (average circulation: 3,200,000), thus examined in the just-released Bolger Study. The resultant "Media Image Profile", at left, gives a definitive pattern of reader reaction that is outstanding.

Among the 32 basic characteristics, expressed in 10 broad "clusters", the Geographic achieved the highest ratings of any magazine in 11 of the 32 fundamental traits! And it scored among the top six in 24 of 32!

WHAT DOES THIS MEAN TO YOU?

As an advertiser or agency, you know the important relationship between a magazine's editorial climate and its advertising effectiveness. This study impressively validates an oft-demonstrated fact—that the National Geographic's 2½ million families have a high and loyal esteem for this famous magazine. It is reflected, too, in a median length of readership now at 13 years, a remarkable renewal rate of almost 90%, and a record of advertising results which have kept many of the nation's best-known advertisers in the Geographic's pages for up to a half-century or more.

To learn more about the significant findings of this new Bolger Study, please call or write your nearest National Geographic advertising office.

THE NATIONAL GEOGRAPHIC

Washington 6, D. C.

'Journal's' Reader Reaction Bureau Gets Housewife's Product, Ad Views

Morn Looks Younger, but Likes Upright Sweeper, Defrosts with Hair Dryer

PHILADELPHIA, Aug. 2—Advertisers are receiving some startling information about—and from—women customers these days, through the efforts of the *Ladies' Home Journal's* Reader Reaction Bureau.

This service was established by the *Journal* six months ago for advertisers and agencies. Conducting woman-to-woman interviews with *Journal* subscribers in their own homes, the bureau supplements statistical research by delivering to advertisers clues to females' constantly changing problems and interests.

Women are interviewed on subjects relating to advertising, tv and reading habits, marketing and ad information about product classifications. At the request of an agency or advertiser, the bureau also interviews women on a specific subject.

Based on data from several hundred interviews, the Reader Reaction Bureau is offering advertisers some suggestions as a result of opinions expressed by *Journal* readers:

• First, advertising must be reasonable. Women are far better educated and more discerning than ever before. They do not want to be talked down to, shouted at, patronized or hoodwinked. They do not expect miracles from products. But, they do expect the products to do what the advertiser says they will.

• Second, test each ad for good taste. Women love beauty, clever copy and a little touch of humor. They resent anything indelicate. The bureau has discovered that deodorant and foundation garment tv ads are not appreciated and are "out of place" in the home.

• Third, get after the purchasing agent. Women are careful of budgets and conscious of the high cost of living. The success of "special deals" is strongly influenced by the merchandise. Women don't mind a deal on a small package, but are not interested in getting stuck with too much merchandise. Women are loyal to brands that please them, even though they do experiment.

• Finally, by all means woo the working woman with cosmetic products, convenience foods and labor saving devices. But, advertisers are warned not to "push-button mama out of a job." Women still need to feel useful.

• "Some advertisers have been unaware of the 'versatility' of their product," Trudy Dye, director of the bureau, told ADVERTISING AGE. "For instance, we were surprised to discover that many women use little hand hairdryers to defrost their refrigerators. What's more, they use them not only to dry hair, but to dry nylons and other fabrics faster."

Versatility, she said, does not always insure the success of a product.

"We find that the new tank and canister type vacuum cleaners with attachments are not as popular with *some* women as the old fashioned upright models," she stated. "They tell me the new machines are unwieldy to manipulate around furniture and the corners of a room. Also, their arms grow tired lifting the attachments to clean walls, draperies and ceilings."

Citing more findings, Mrs. Dye said women interviewed by the bureau will be happier when manufacturers stop putting their names on refrigerators, washers and dryers in raised lettering. It is too difficult to clean.

• "Apparently women with wall ovens also face problems," she added.

Many women find them difficult to clean, because they are too high and deep. And oven doors that stick out awkwardly add to the problem.

"Speaking of appearance," she continued, "judging from my interviews, women are much younger looking, slimmer and more attractive than ever before. Though they watch their household budgets carefully, I find they are willing to pay almost any price for a good cosmetic, if they are convinced it will do something for them."

The little housedress has virtually disappeared from the American scene, she reported. The daily uniform for young marrieds, and even not-so-young married women is Bermuda shorts, slacks, or skirts with lots of pretty blouses and sweaters for variety.

• Mrs. Dye has a staff, including a fulltime assistant and several parttime interviewers. To put women at ease and insure objective answering, interviewers do not reveal they are from the *Journal*. Instead they represent themselves as from the Gilmore Research Bureau. So far interviews have been held in the suburbs of Philadelphia and New York; in Pasadena; Webster Grove, Mo.; Warren, O., and Poughkeepsie. Other parts of the country also will be covered. A panel of 15 to 20 housewives also will be used for group discussions.

Each subscriber interviewed is rated as closely as possible regarding her age and family financial bracket. Most of them tend to fall in the middle and upper middle income groups, and the majority range in age from 25 to 50.

About half of the interviews are conducted with a hidden tape recorder. If not, the interviewer takes copious notes. Permission to use the material is obtained after each interview.

Future plans call for a monthly newsletter of general finding, which will be mailed to a selected list of advertising and agency executives. ≡

WHAT HAPPENS WHEN A NATION SPENDS MORE ON GAMBLING THAN IT SPENDS FOR HIGHER EDUCATION?

If you can find any Romans around, ask them. They lived pretty high on the hog in their day. That is, until some serious minded neighbors from up North moved in. The rest is ancient history.

You'd think their fate would have taught us a lesson.

Yet today we Americans spend twenty billion dollars a year for legalized gambling, while we spend a niggardly four-and-a-half billion for higher education. Think of it! Over four times as much! We also spend six-and-a-half billion dollars a year for tobacco, nine billion dollars for alcoholic beverages, and billions more on other non-essentials.

Can't we read the handwriting on the wall?

Our very survival depends on the ability of our colleges and universities to continue to turn out thinking men and women. Yet today many of these fine institutions are hard put to make ends meet. Faculty salaries, generally, are so low that qualified teachers are leaving the campus in alarming numbers for better-paying jobs elsewhere.

In the face of this frightening trend, experts estimate that by 1970 college applications will have doubled.

If we are to keep our place among the leading nations of the world, we must do something about this grim situation before it is too late. The tuition usually paid by a college student covers less than half the actual cost of his education. The balance must somehow be made up by the institution. To meet this deficit even the most heavily endowed colleges and universities have to depend upon the generosity of alumni and public spirited citizens. In other words, they depend upon *you*.

For the sake of our country and our children, won't you do your part? Support the college of your choice *today*. Help it to prepare to meet the challenge of tomorrow. The rewards will be greater than you think.

It's important for you to know what the impending college crisis means to you. Write for a free booklet to HIGHER EDUCATION, Box 36, Times Square Station, New York 36, New York.

ADVERTISING COUNCIL PUBLIC SERVICE

Sponsored as a public service in co-operation with The Council for Financial Aid to Education

HIGHER EDUCATION KEEP IT BRIGHT

Independent TV Sells to CBC

Independent Television Corp., New York, has sold "Danger Man" to the full CBC English network and "Interpol Calling" to the French network. "Danger Man", a new adventure series, also has been sold to Labatt's Brewery for showing on CBC's French network. Labatt's agency is J. Walter Thompson Co.

McCort to 'Cue'

Walter McCort, formerly with the credit card division of American Express Co. has joined *Cue* as a salesman on its restaurant and resort ad staff in New York.

it takes all six to go like the 60's. In the decade ahead GNP will soar from $486 to over $695 billion . . . and much of this expansion will stem from the new product "explosion" within the Original Equipment Market. Your company's success will depend largely on how you evaluate markets and media now. Nothing will help you to measure the potential for your product as well as an OEM PRODUCT PROFILE prepared by the Market Research Department of MACHINE DESIGN. It provides an in-depth analysis of your product in terms of the OEM. And no other magazine will help you to make the most of this potential as effectively as MACHINE DESIGN. For no matter how you measure it . . . MACHINE DESIGN offers greater value for your advertising dollar. That's why we suggest you ask your MD man for facts on all six points—editorial, readership, advertising, response, circulation and marketing help—to soar like the 60's. MACHINE DESIGN, A Penton Publication,
Penton Building, Cleveland 13, Ohio.

ABC BPA MACHINE DESIGN

335 Editors Rate Nation's Newspapers

The New York Times.
CITY EDITION
White House Resists Shift In Science Policy Set-Up
POPULATION LIMIT FOR CITY BY FELT BIG OUTPUT ASKED
AIR FORCE OPENS U. S. Timed Flight of U-2 To Weather, Not Summit
TURKEY IMPOSING DEPOSED LEADERS ON AN ISLAND BASE
CONGRESS FACING SOME MUST BILLS BEFORE QUITTING
West Side Primary a Test For Lehman and De
THE MILWAUKEE JOURNAL
Herter Backs Trip to Japan by Ike in Spite of Protests
US Restates Hope for Disarmament
Ex-Nazi Not Kidnaped, OK'd Trial, Israel Says
Gov. Nelson to Run Again
Scores Hurt by Smoke in N. Y. Subway Fire
THE CHRISTIAN SCIENCE MONITOR
President Cites Political Task
Mr. K Tosses Boomerang In Visit to Cuba?
Meet Press
Khrushchev Opens New-Style Offensive

The Editors' Ratings in Order of Preference

1. The New York Times.
2. The Christian Science Monitor.
3. The Milwaukee Journal.
4. St. Louis Post-Dispatch.
5. Washington Post & Times-Herald.
6. Louisville Courier Journal.
7. Wall Street Journal.
8. Atlanta Constitution.
9. Chicago Tribune.
10. Des Moines Register.
11. The Kansas City Star.
12. The Baltimore Sun.
13. The Miami Herald.
14. Chicago Daily News.
15. Los Angeles Times.

Milwaukee Journal Third in U. S.

FOR "NEWS COVERAGE, INTEGRITY AND PUBLIC SERVICE"

In a poll of all daily newspaper editors in the United States conducted by "Scholastic Magazines," 335 editors were asked to rate the nation's daily newspapers "most superior for news coverage, integrity and public service." The editors voted The Milwaukee Journal third.

The qualities which won this high rating from the editors have also gained the respect and confidence of the largest newspaper audience in Wisconsin. Half the urban families in all Wisconsin and 9 out of 10 in the Milwaukee area read The Journal regularly.

The Milwaukee Journal

Member of Million Market Newspapers, Inc.

New York Chicago Detroit Los Angeles San Francisco

Get Your Hairy Paws Off My Post-Tens, Dear

General Foods Finds Champs in Chimps

MONKEY SHINES—*General Foods has found itself a winner in a new series of tv commercials for its Post-Tens using the Marquis Family of Chimps, who made a hit on the Jack Benny show, as the sole actors. Some 7,000' of film was shot by three cameras, showing the chimps shaving, brushing teeth, etc. From these were edited one-minute, 20-second, and 10-second vignettes for use on spot and network shows. Announcer Frank Gallup is heard but not seen to help with the sales pitch and the chimps are made to speak via lip synchronization. The commercials are now on three CBS-TV programs: "Danny Thomas Show," "December Bride" and "Ann Sothern Show." Benton & Bowles is the agency and Elliot, Unger & Elliot shot the footage. Want to have fun? Write in your own comic captions.*

THE CHRONICLE MEANS THE WEST

Five-year trend in daily circulation:
The Chronicle gained 99,100
The Examiner gained 45,050

Source: Computation based on A.B.C. Publisher's Statements, 6 months ending March 31, 1955, 1960

Coming Conventions

*Indicates first listing in this column.

Aug. 12-13. Arkansas Broadcasters Assn., Hotel Marion, Little Rock.

Aug. 26-27. Oklahoma Broadcasters Assn., Western Hills Lodge, Wagoner.

Sept. 2-4. West Virginia Broadcasters Assn., annual fall meeting, The Greenbrier, White Sulphur Springs, W. Va.

Sept. 8-9. National Business Publications, New York regional conference, Hotel Roosevelt.

Sept. 9-11. Iowa Daily Press Assn., 26th annual meeting, Des Moines.

Sept. 13. Premium Advertising Assn. of America conference, in conjunction with the New York premium show (Sept. 12-15), Hotel Astor, New York.

Sept. 14-16. Newspaper Advertising Managers' Assn. of Eastern Canada, annual convention, Mount Royal Hotel, Montreal.

Sept. 15-16. Region 5, Public Utilities Advertising Assn., Tampa Terrace Hotel, Tampa, Fla.

Sept. 16-19. Mail Advertising Service Assn., annual convention, Sheraton Cadillac Hotel, Detroit.

Sept. 20. Magazine Publishers Assn., annual fall conference, Hotel Pierre, New York.

Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

Sept. 23-24. Advertising Federation of America, 10th District, Little Rock, Ark.

Sept. 28. Assn. of National Advertisers, Workshop on Advertising Management, Ambassador Hotel, Chicago.

Sept. 29-30. Assn. of National Advertisers, advertising management seminar, Ambassador Hotel, Chicago.

Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

Oct. 3-4. New England Newspaper Advertising Executives Assn., annual meeting, Parker House, Boston.

Oct. 4-5. Advertising Research Foundation, 6th annual conference, Hotel Commodore, New York.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

Oct. 10-11. National Business Publications, Chicago regional conference, Ambassador East Hotel.

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

Oct. 12-15. National Newspaper Promotion Assn., Southern Regional Workshop, Phoenix Hotel, Lexington, Ky.

Oct. 13-14. American Assn. of Advertising Agencies, central region annual meeting, Ambassador West Hotel, Chicago.

Oct. 13-15. Junior Panel Outdoor Advertising Assn., annual convention, Hilton Hotel, Pittsburgh.

Oct. 13-15. Pennsylvania Newspaper Publishers' Assn., annual convention, Penn Harris Hotel, Harrisburg.

Oct. 14-16. Midwest Intercity Conference of Women's Advertising Clubs, Sheraton Towers, Chicago.

Oct. 16-17. Texas Assn. of Broadcasters, fall convention, Sheraton-Dallas Hotel, Dallas.

Oct. 16-18. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 16-19. American Assn. of Advertising Agencies, western region annual convention, Hotel del Coronado, Coronado, Cal.

*Oct. 17. New England Newspapers Advertising Bureau, 23rd annual meeting, Hotel Statler-Hilton, Boston.

Oct. 17-18. 32nd annual Boston Conference on Distribution, Hotel Statler Hilton, Boston.

Oct. 17-18. Agricultural Publishers Assn., annual convention, Advertising Club of New York and Hotel Biltmore.

Oct. 18-21. National Assn. of Educational Broadcasters, annual convention, Jack Tarr Hotel, San Francisco.

Oct. 19-21. Audit Bureau of Circulations, annual meeting, Biltmore Hotel, New York.

Oct. 22-26. National Newspaper Promotion Assn., central regional convention, Sheraton Towers Hotel, Chicago.

Oct. 30-Nov. 3. Financial Public Relations Assn., 45th annual convention, Hotel Statler-Hilton, Boston.

Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.

Nov. 2-3. American Assn. of Advertising Agencies, eastern region annual conference, Biltmore Hotel, New York.

Nov. 13-16. Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Va.

Nov. 14. National Business Publications, San Francisco regional conference, Jack Tar Hotel.

Nov. 14-16. Broadcasters' Promotion Assn., annual convention, Sheraton Charles Hotel, New Orleans.

Nov. 14-16. Southern Newspaper Publishers Assn., 57th anniversary convention, Boca Raton Hotel and Club, Boca Raton, Fla.

Nov. 16-18. Television Bureau of Advertising, annual meeting, Waldorf-Astoria, New York.

Nov. 17. National Business Publications, Los Angeles regional conference, headquarters to be announced.

Nov. 30. American Assn. of Advertising Agencies, east central region annual meeting, Statler Hilton Hotel, Detroit.

Dec. 13. Assn. of National Advertisers, workshop on "Gaining Sales Force and Trade Support for Your Promotional Program," The Plaza, New York.

March 26-30, 1961. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

May 21-24, 1961. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

June 19-21, 1961. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

Oct. 6-9, 1961. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.

Tool & Die Assn. to Dudgeon

Automotive Tool & Die Manufacturers Assn., Detroit, has appointed Dudgeon, Taylor & Bruske, Detroit, to handle its account. The association is "undertaking a comprehensive program of publicity and public relations to broaden the markets for services rendered by member companies."

Smith Joins Mid-American

Mid-American Advertising Agency, Parkersburg, W. Va., has named Marcus E. Smith planning director. Mr. Smith previously was a creative supervisor and account executive of Van Sant, Dugdale & Co., Baltimore.

IN BUFFALO Car Dealers Start the Day Right...in the Morning

Buffalo's franchised car dealers know where their advertising produces the best results. They ran 51% of their 1959 new and used car *daily* linage in the *Morning* Courier-Express—61.5% when Sundays are included.

Other classifications also testify to the in-the-morning selling power of the Courier-Express. Men's stores, for example, placed 72.5% of their *daily* linage in this influential paper. The figure for women's stores was 66.9%.

You, too, will find the Courier-Express your most productive Buffalo newspaper. It's a *must* to insure your full share of this great metropolitan market.

TWO WAYS TO SELL WESTERN NEW YORK

FOR MORE ADVERTISING FOR YOUR DOLLAR concentrated on those with more money to spend use the *Morning* Courier-Express to reach Western New York's top 160,000 households.

FOR SATURATION use the *Sunday* Courier-Express, the state's largest newspaper outside of Manhattan, to blanket the 489,103 families in Buffalo and the eight surrounding counties.

For Total Selling in this Great Market

Buffalo Courier-Express

Western New York's Greatest Newspaper

ROP COLOR 7 DAYS

Represented Nationally by

SCOLARO, MEEKER & SCOTT
New York, Chicago, Philadelphia, Detroit

DOYLE & HAWLEY
Los Angeles and San Francisco

Well, Chilton,

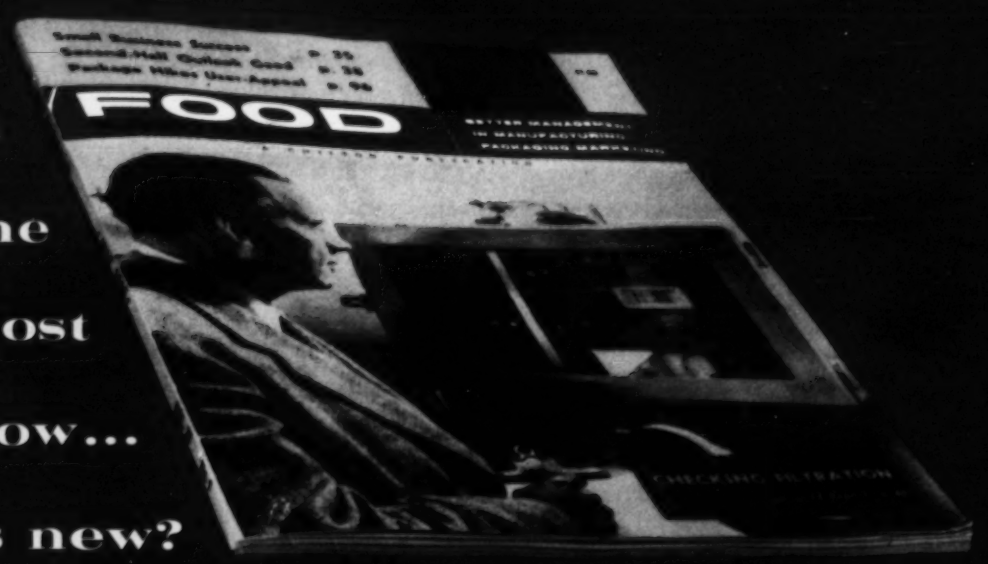
you've had

this

magazine

for almost

two months now...



So what's new?

Anything to report on circulation?

–on editors, content?

What about research?

What have you been

doing all this time?...

Progress report to advertisers

Circulation by December 38,000

HOW DO YOU MAKE A STRONG PUBLICATION STRONGER?

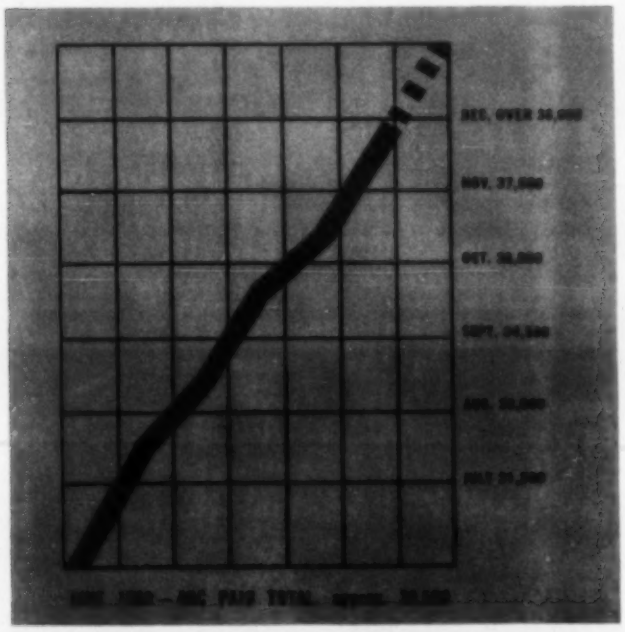
Advertisers who have known Chilton's enlightened policies have been expecting a well-planned expansion of FE circulation.

And they're right.

Chilton, as usual, is building "quality on quality" with FOOD Engineering. Patient research of *your market* and its definite buying influences will determine *who* is added.

To the June paid total of 28,500—on which ad rates continue to be based—we give you a September bonus of 22%, increasing in four months to 33⅓%.

We promise you more than 38,000 circulation by December—and every apple added to the barrel good right to the core.



WHO ARE THESE NEW FE READERS?

Who are these management men your advertising will be reaching? What definite "buying influences" will be among the more than ten thousand added, "after patient research of the market?" Chilton Company Policies are on record in a booklet available to you upon request. Here is a pertinent paragraph:

"All Chilton publications must maintain a rigid system of circulation quality control. No individual is added to a circulation list as a qualified recipient unless he is clearly identified as a buying influence in the respective market. Those not so identified are promptly rejected, whether paid or controlled."

THAT'S THE PRIMARY PLANK in F E'S PLATFORM

Eventually, when we've got a new electronic brain equipped and operating, we will be able to slice F E's circulation sixteen ways for you.

Meanwhile, FOOD Engineering is penetrating major-spending plants, nailing down the management men who buy your product. We are adding only these men to our circulation. These are the men who will be reading your advertising . . . and reacting to it!

Reacting how well, how fast? Answered in our newest booklet, "ACTION/REACTION." *Write for your copy.*

Editorial Staff better than ever!

NEW MANAGING EDITOR on the job—graduate technologist Alex Porianda. Here's a man with solid industry experience bracketing such firms as A & P and Burry Biscuit, plus sound research and marketing background. Alex knows both sides of U.S. food intimately. Among developments to watch: a brightening of F E's layout and appearance.

Back home is Technical Editor Len Trauberman. He came to FOOD Engineering from a food plant six years ago, then returned to the industry. Len long ago earned a sturdy reputation as a writer-technologist, now has extra valuable experience of having lived his reader's problems. Says Chief Editor Frank Lawler, *"Look for stepped-up tech-engineering service to our increased readership."*

Chilton's

CHESTNUT AND 56TH STREETS, PHILADELPHIA 39, PA.

... our first sixty days!

ALEX PORIANDA
Managing Editor

FRANK LAWLER
Editor

JOHN ZIEMBA
Chicago Editor

BUD RIDDELL
Publisher

DUKE TAYLOR
Associate Editor

LEN TRAUBERMAN
Technical Editor

JACK MISCHOU
Assistant Editor

BOB BAUR
Prod. Editor

KEY MEN STILL WITH US

Editor Frank K. Lawler, a 27-year veteran . . . Senior Associate Editor (Chicago) John V. Ziemba, 16 years with F E . . . Associate Editor Thayer C. "Duke" Taylor, our authority on Marketing and Packaging . . . and Assistant Editor Jack L. Mischou, Management analyst. These men are served in an enlarged Philadelphia headquarters by a competent staff of editorial assistants . . . throughout the nation by advisors and correspondents like Chilton's George Baker in Washington.

These are the editors possessed of the courage to criticize poor industry practices, the ingenuity to create and the conviction to recommend new ideas. With foresight and footwork, they will more than fulfill what readers and you, yourself, expect of FOOD Engineering—for 32 years U.S. food's leading publication.

OUTSTANDING EDITORIAL PERFORMANCE

F E's leadership has been confirmed consistently over three decades by reader preference studies. The same kind of independent and critical management men in U.S. food who makeup your own customer-prospect files have named FOOD Engineering "read most" and "most useful." Watch for the results of a new MILLS SHEPARD study of our September and October issues—available (no charge) on request.

Coming...Chilton's M·A·P applied to U.S. food

DR. JOHN H. KOFRON
Research Director

Right this minute, FOOD Engineering has on file more marketing help than you'll find at any two other food publications . . . But in the coming year, with the scientific, IBM-geared Marketing Assistance Program now serving Chilton's command of the automotive, electronics, and metalworking fields, F E's facilities to analyze the market will be multiplied many times.

OUR SALES STAFF, too, is even better prepared to serve you. New district managers have been selected for their marketing intelligence as well as practical field experience. Give these new men a chance to earn your confidence:

FRANK W. MC CARTHY, NEW YORK 17
100 E. 42nd St., Oxford 7-3400

JOHN E. SNELL, CHICAGO 1
360 N. Michigan Ave., RAndolph 6-2166

JACK KAY, LOS ANGELES 57
198 S. Alvarado St., DUnkirk 7-4337

HAL MOTT, DALLAS 6
189 Meadows Bldg., EMerson 8-4751

RICHARD E. PULLIAM, CLEVELAND 15
930 B F Keith Bldg., SUperior 1-2860

JOHN SANGSTON, ATLANTA 3
911 Wm Oliver Bldg., JAckson 3-6791

FRANK MC KENZIE, SAN FRANCISCO 3
1355 Market St., UNderhill 1-9737

JOHN A. MILLER, PHILADELPHIA 39
Chestnut & 56th Sts., SHerwood 8-2000

FOOD Engineering

FOR BETTER MANAGEMENT IN MANUFACTURING, PACKAGING, AND MARKETING NBP

Ford's New Truck Told (Inadvertently)

DETROIT, Aug. 2—Auto writers around Detroit now have one on the security and "no comment" spokesmen for Ford Motor Co.

Industry scuttlebutt has had it for quite a little while that Ford is coming out with a new small economy truck series—something akin to the passenger compacts.

Ford neither confirmed nor denied—merely said nothing. It forgot to lock one barn door, however. It gave some information to North American Car Co., which makes a business of building and leasing specialized types of railroad cars to shippers of many things, including motor vehicles.

Last week, in unveiling a new piggyback auto rack car for railroad people and newsmen, just a mashie shot from Ford's famous rotunda in Dearborn, the North American announcement stated:

• "While the new rack car can transport both standard and compact automobiles, it was designed primarily to haul the new Ford Motor Co. Econoline series of compact, trucks, buses and commercial vehicles . . . to be announced this fall . . ."

Ford people still are neither confirming nor denying. #

Maidenform Plans 12-Week Newspaper Push in New York

Maidenform Inc., New York, the week of Aug. 22 will launch a 12-week promotion in New York newspapers. Ads will run in the *New York Herald Tribune, Journal American, Post, Times* and *World-Telegram & Sun*. Color pages will also run in the Sunday magazine sections of the *Times* and *Tribune*.

Part of the campaign will be a six-week consumer contest, starting Sept. 5. Contestants will complete a limerick praising Maidenform bras to win a trip to Paris, a Renault car or 150 bra and girdle coordinates. Norman, Craig & Kummel, New York, is the agency.

Lefton Co. Gets Additional Regions from General Baking

Al Paul Lefton Co., Philadelphia, which acquired the General Baking Co. accounts for the Philadelphia and Baltimore plants July 1, has been given five additional General Baking regions. All six regions were with Compton Advertising. The regions include 23 major markets in the East, South and Midwest, where Lefton will handle advertising for all General Baking products.

Kelly, Gittins Joins F&S&R

Warren F. Kelly, formerly an account executive with J. Walter Thompson Co., has joined Fuller & Smith & Ross, Pittsburgh, as group supervisor on the transportation and special advertising divisions of the Alcoa account. He also has been named a member of the plans and operations group. Howard S. Gittins, formerly with Ketchum, MacLeod & Grove, has been named a project supervisor in F&S&R's Pittsburgh research department.

American Time Boosts Nistal

Gerald E. Nistal, marketing counsel at American Time Products, Woodside, N. Y., has been appointed to the new position of director of marketing. He will take charge of the company's Watchmaster and industrial divisions.

Venard, Rintoul Names Two

Venard, Rintoul & McConnell, New York, radio-tv station representative, has named Len Tronick, formerly with the media department of Donahue & Coe, an account executive, and Bob Miller, formerly with Cleveland Broadcasting, to its sales staff.

15-Station Network Formed

A 15-station network for spot radio sales in Oregon has been formed, to be known as the Big-O Network. It includes KGRL, Bend; KURY, Brookings; KYNG, Coos Bay; KFLY, Corvallis; KORE, Eugene; KAJO, Grants Pass; KLAD, Klamath Falls; KMCM, McMinnville; KBOY, Medford; KNPT, Newport; KKID, Pendleton, KQEN, Roseburg; KSLM, Salem; KODL, The Dalles, and KTIL, Tillamook. The stations cover 85.6% of Oregon's population outside of the Portland area.

Kentucky Opens $16,000 Push

The State of Kentucky has launched a $16,000 state-wide campaign to sell Kentuckians on Gov. Combs' new revenue program based on the sales tax. Three types of promotions used in the campaign are 400 outdoor posters; 10,000 other posters, citing the advantages of increased revenue from the sales tax, and a movie depicting a family's dealings with the new sales tax and the benefits they would receive.

2 Admen Buy Printing Plant

John F. Emmett, former Calkins & Holden treasurer, New York, and Robert D. Buchanan Jr., former divisional advertising and stockholder publications manager of Babcock & Wilcox Co., New York, have acquired the Star Printing & Publishing Corp., Washington, N.J., which publishes two weekly New Jersey newspapers, *The Star* and *The Phillipsburger*.

Storer Shows First Half Gain

Storer Broadcasting Co., Miami Beach, reports earnings for the first six months of 1960 of $2,820,939, as compared to $2,714,549 for the same period in 1959.

Helene Curtis Names 3 Execs

Edward K. Shukur, product group supervisor at Helene Curtis Industries, Chicago, has been appointed to the new position of director of products management of the products division. Lynn Boland, formerly handling all product management activities for the Lentheric division, has been named merchandise manager of the division, a new post. William Klein, formerly assistant to the promotion manager of Helene Curtis, has been named sales promotion manager for the Lentheric-Kings Men division, also a new post.

Broadcast Bureau Adds Two

Duncan G. Grant, formerly Ontario sales manager of the E. B. Eddy Co., has been named exec vp of the Bureau of Broadcast Measurement, Toronto, a cooperative organization for the standardization of radio-tv facts. He replaces Charles A. Burton, who resigned. Graham Wallace, previously with Commerce Clearing House, has joined the Bureau to handle member relations.

Goerl Adds Alpine Tourist

Alpine Tourist Commission has appointed Stephen Goerl Associates, New York, to handle its first advertising. The agency has been handling public relations for the past year for the commission. A newspaper and magazine campaign will promote motoring in the seven Alpine countries: Austria, France, Germany, Italy, Monaco, Switzerland and Yugoslavia.

L&N Boosts Woodruff

Frank L. Woodruff, formerly program production supervisor in the Beverly Hills office of Lennen & Newell, has been promoted to vp in charge of program production on the West Coast.

Indiana Standard Offers Insurance to Credit Card Holders

CHICAGO, Aug. 2—Standard Oil Co. (Indiana) this week is offering its 1,500,000 credit card holders worldwide travel accident insurance for $20 a year.

A mailing to card holders will be supported by radio and tv spots in Standard's 15-state Midwest marketing area, announcing that the insurance is available to credit card holders.

Standard is working with Bankers Life & Casualty Co., Chicago, to provide the insurance, which offers benefits up to $25,000. It covers persons riding in vehicles or common carriers.

D'Arcy Advertising Co., Chicago, is the agency. #

MBS Convention Sales High

Mutual Broadcasting System, New York, reported that 83% of its affiliates had sold out all of their convention and election eve network coverage available for local sale. Of the 382 stations responding to a query, 308 said they had sold the full 80% of the political package which the network turned over to them. Of the remaining, 57 had sold a major portion and 19 had sold half. Mutual's 20%, the only portion offered for network sponsorship, was carried by Liggett & Myers. The L&M buy was made through McCann-Erickson for Oasis cigarets.

Burland Forms C/Hear

Granville (Sacha) Burland has formed C/Hear Services, New York, for the creation of radio-tv ideas and the production of broadcast entertainment. Mr. Burland formerly created radio-tv jingles and program themes for McCann-Erickson and Batten, Barton, Durstine & Osborn. C/Hear already lists Humble Oil Co. as a client. The new company is located at 210 E. 47th.

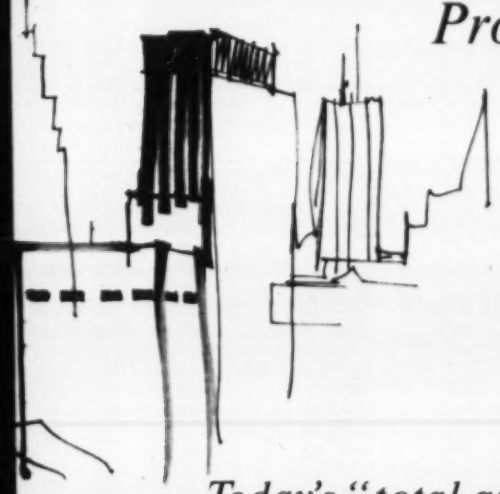
Bernard Opens Chicago Office

Charles Bernard Co., New York, radio station representative, has opened a Chicago office at 6533 N. Sheridan Road. Julian Portman, who formerly had his own public relations company, has been named to head the new office.

Chemstrand Names Two

Chemstrand Corp., New York, has named Lee Albright, formerly an account executive with Batten, Barton, Durstine & Osborn, a promotion specialist and Stanley Leffler, formerly with Reeves Bros., a merchandising specialist.

The Man Behind the Redesigned Progressive Architecture



Today's "total architect"... the man for whom P/A was redesigned... is no newcomer to P/A editors. He is a composite of everything P/A readers are, and always have been... design-minded, business-conscious... administrator, specifications writer, engineer, draftsman... a respecter of tradition, yet a seeker of innovation. ■ *In aggregate, his interests and duties are never static... they change with the growth and development of architecture itself. No cost or effort was spared to develop a new editorial concept— "a new standard of architectural publishing"—that fully serves this total architect.* ■ *The man behind the new Total Magazine of Architecture is no stranger to advertisers of building products, either. He is a composite of all architectural specification and purchase influences... the man they must reach and convince to successfully sell the complete architectural market.* **PROGRESSIVE ARCHITECTURE**

430 Park Avenue, New York 22, N. Y.

A Reinhold Publication

Stamp of Approval

Stamp collecting isn't an inexpensive hobby. So when we tell you that in Stamp Advertising The Mirror in six short months has climbed to third place among New York's seven dailies you have further proof that The Mirror has the cream of the mass market.

Make The Mirror a MUST!

WRITE FOR FREE COPY

of AHNA's 1960 Rate & Data Guide . . . 44 pages of useful information on the nation's top community and shopping newspapers.

A message of importance to newspaper spacebuyers

WELCOME GUEST

A survey by the Bureau of the Census reveals unequivocally that advertisers get a real bargain with home-delivered newspapers. AHNA newspapers go into the same homes week after week, to tell, to sell, to keep sold. ANHA newspapers are truly "welcome guests" into thousands of homes each week. They don't claim a "captive audience," but an appreciative and responsive audience. Compare circulation, results. You'll discover, as have so many national advertisers, that the AHNA newspaper is the most effective way to place your sales message where sales begin, in the home.

Accredited Home Newspapers
OF AMERICA, INC.

1706 Rhode Island Avenue, N.W. Washington 6, D.C. • District 7-4618
141 East 44th St. New York 17, N.Y. • MUrray Hill 2-8273

Information for Advertisers

"A Profile of the Reader of Food Service Magazine," containing background of readers, types of establishments reached by **Food Service** and extent of readership of the publication, has been published and is available from *Food Service*, 2132 Fordem Ave., Madison 1, Wis.

• A 160-page directory of large companies and their printing buyers in the New York area has been published by **Park South Publishing Co.** Included in the directory is a listing of about 1,700 companies, giving their telephone numbers and data on the types of printing they purchase. Additional information is available from Park South Publishing Co., Dunhill Bldg., 444 Park Ave. S., New York 16.

• **Tal & Ariely Advertising Ltd.**, 6 Ahuzat Bayit St., Tel Aviv, Israel, has published "Advertising Services in Israel." The 17-page booklet contains data on population, employment, national income, trade, exports, agriculture, mining, electricity, transportation, building, and advertising facilities and services in Israel.

• "Nielsen Retail Index Services, Guides to the Successful Marketing of Consumer Goods," has been published by **A. C. Nielsen Co.** The 16-page guidebook discusses the application of data gathered at the point of sale to help marketing men plan and control strategies and improve efficiency. Copies of the booklet are available from Industry Relations, Retail Index Division, A. C. Nielsen Co., 2101 Howard St., Chicago 45.

• The advantages of professional distribution of industry-sponsored motion pictures are described in "The Viewing Millions," published by and available from **Association Films**, 347 Madison Ave., New York 17.

• The ninth consecutive semi-annual survey of broadcast audiences in Richmond, "Households Reached by Radio & Television in Metropolitan Richmond," has been published by the Research Department of the **Richmond Times Dispatch** and **News Leader**, Richmond, Va.

• "Key Steps in Creating, Developing & Marketing New Products," has been published by **Prentice-Hall Inc.** Areas covered in the 47-page booklet include how to plan and organize for new product development, where to get best new product ideas, finding the right new product—screening methods, how to set up a successful marketing plan and how to distribute new products. Copies of the booklet may be obtained from Bob Kenney, director of public relations, Prentice-Hall Inc., Englewood Cliffs, N. J.

• "Commercial Fertilizer," a 37-page survey on fertilizer buying practices of farmers in Minnesota and North and South Dakota farmers has been published by **The Farmer**. Included in the survey is data on application practices, types of fertilizer used, purchasing practices, soil testing, trace elements in fertilizer, insecticides in fertilizer and crops fertilized. Copies of the report are available from **The Farmer**, 55 E. 10th St., St. Paul 1.

NBC-TV Adds 4 Fall Sponsors

Among the latest sales at NBC-TV, New York, is Colgate-Palmolive Co.'s purchase of participations in "Dan Raven," a new hour mystery series set for Friday at 7:30 p.m., EST, and in "Outlaws," a new hour western, to be telecast Thursday at 7:30 p.m. Colgate's "Dan Raven" order was placed through Ted Bates & Co., while "Outlaws" was bought through D'Arcy Advertising Co. Westinghouse Electric Corp. (McCann-Erickson) will sponsor a new half-hour situation comedy, "Yes, Yes, Nanette," featuring Nanette Fabray and scheduled to begin Friday Jan. 6, at 8:30 p.m. P. Lorillard Co. (Lennen & Newell) and Toni Co. (North Advertising) will co-sponsor the "Groucho Marx Show," set for Thursday at 10 p.m.

Dunhill to Blum's-Vogue

Helen Boyer Dunhill, formerly fashion art director of Zlowe Co., has been named art director and advertising manager of Blum's-Vogue, Chicago.

ORLON
REG. U. S. PAT. OFF.
and
DACRON
REG. U. S. PAT. OFF.
are trademarks, too!

As this helmet identifies the fireman, our trademarks identify the unique qualities and characteristics of two of our modern-living fibers. "Orlon"* distinguishes our acrylic fiber; "Dacron"*, our polyester fiber. As we use and protect these trademarks, they become more meaningful and valuable both to consumers and to the trade.

For handy folders on proper use of the trademarks "Orlon" and "Dacron", write Product Information, Textile Fibers Dept., Section AA, E. I. du Pont de Nemours & Co. (Inc.), Wilmington, Delaware.

TEXTILE FIBERS DEPARTMENT

DU PONT
REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

*DACRON and ORLON are our registered trademarks. When you use them: *Distinguish them*—Capitalize *and* use quotes or italics, or otherwise distinguish by color, lettering, art work, etc. *Describe them*—Associate them with their generic terms—for DACRON the generic term is polyester fiber, for ORLON the generic term is acrylic fiber. *Designate them*—As Du Pont's trademark for its polyester (acrylic) fiber in a footnote or otherwise.

*Publisher's estimate, effective October 3, 1960.

LIFE ANNOUNCES A NEW EASTERN STATES EDITION

Starting with the October 3rd issue of LIFE, and in the first issue of each succeeding month, advertisers can pinpoint their selling messages in an 11 state area from Maine to Maryland, in LIFE's new Eastern Advertising Edition.

This marketing area accounts for 32% of the nation's food store sales . . . 37% of all U.S. apparel sales . . . about 31% of furniture, household equipment and appliance sales . . . and the same is true of many other goods and services. This area also accounts for 35% of LIFE's total net paid circulation*—the 2,335,000 copies of LIFE that go each week to Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New York, Pennsylvania, New Jersey, Maryland, Delaware, and Washington, D.C.

This new edition offers advantages for advertisers whose distribution is concentrated in this top marketing area; for national advertisers launching new products prior to national distribution; for anyone who wants concentrated coverage in this top market area.

It is another example of LIFE's ever increasing versatility as an advertising medium. It joins LIFE's Western States Edition covering 13 states and 17% of LIFE's total net paid circulation.

For rates and further information, call your LIFE representative. He can also tell you how to use LIFE to pinpoint your selling messages in other areas by taking advantage of LIFE's split-run facilities.

TO SELL THE EAST

LIFE

Keep that Schoolboy Complexion!

Why let Advertising "Age" YOU? Forget nagging worries about deadlines, reproduction qualities and the like. Relax. Use the sure-to-please Century services!

You can be certain with

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings

160 East Illinois St., Chicago 11 • DElaware 7-1541

S. F. Artists Set Show

Sept. 16 has been set as the deadline for entries in the 11th annual Exhibition of Outstanding Advertising & Advertising Art to be sponsored by the Art Directors & Artists Club of San Francisco. Final awards will be presented Oct. 20 and entries will be on public exhibition at the De Young Museum Oct. 28 through Nov. 20.

Richard Clark Opens Agency

Richard T. Clark, who recently resigned as vp and account executive of Gerth, Brown, Clark & Elkus, San Francisco, has opened his own agency, Richard T. Clark Co., at 25 California St., San Francisco. The agency will be associated with North Baker Co., in serving clients of both agencies.

Moore Joins Reminger

Forrest W. Moore has joined Reminger Agency, Dallas, as an account executive. He formerly was with WFAA-TV, Dallas.

GRAND MANNER—*Carillon Importers Ltd., New York, will push Grand Marnier, the French liqueur, in the grand manner in a fall campaign featuring four-color bleed ads like this. The ad was created by Chester Gore Co.*

Why did Milt Caniff sketch this portrait of the Early Worm?

Nearly everyone in Central Ohio has a special fondness for the Early Worm. This month, his 20th anniversary on WBNS Radio, Milton Caniff speaks for all of us when he pens this salute, "Congratulations from an old friend."

The Early Worm (Mr. Irwin Johnson) has been mixing good talk and good music to get Central Ohio up on the right side of the bed ever since he left OSU's French department. That was 22,775 broadcast hours, 341,625 records and 150,000 public service announcements ago.

Irwin's community responsibility has never ended when he signed off the air. Even though he broadcasts nearly 30 hours each week, he has found time for more than 1,000 public appearances, most of them for charity, and his civic participations range from Columbus Boys Club to the Humane Society. Scores of awards have come to him from his own profession, including *Billboard, Downbeat, Radio-TV Mirror* and *Who's Who in Radio-TV*.

Listeners love him, sponsors stand in line to buy his show, and we're proud to have him aboard.

WBNS RADIO • COLUMBUS, OHIO

FCC Looks into Jacksonville, Fla. TV Award Record

WASHINGTON, Aug. 2—The Federal Communications Commission today looked into the record of the fourth in a series of improper influence cases, this time the 1956 grant of Channel 12 in Jacksonville, Fla.

The commission said it was reconsidering the grant in view of facts uncovered before the House legislative oversight subcommittee in 1958. So far, Miami Channels 10 and 7 and Boston Channel 5 have come under FCC scrutiny (AA, July 18, July 25).

The commission said it would hold a hearing to determine whether any FCC member should have disqualified himself, whether anybody exerted improper influence on the commission, whether any of the applicants should be disqualified or whether their conduct should "reflect adversely" on FCC reconsideration of the award.

■ FCC also wants to find out if any of the applicants—Florida-Georgia Television Co., which was granted the station, the city of Jacksonville, and Jacksonville Broadcasting Corp.—"directly or indirectly secured, aided, confirmed, ratified or knew of any misconduct or improprieties in connection with the proceedings."

During the 1958 House hearings, headed by Rep. Oren Harris (D., Ark.), it was alleged that off-the-record approaches were made to former Commissioner Richard A. Mack on behalf of Florida-Georgia. The company includes among its stockholders the Wolfson-Myer Theatre Corp. chain, which operates tv station WTVJ on Channel 4, Miami.

In the Aug. 29, 1956, decision the commission voted 4-2 to give the Jacksonville channel to Florida-Georgia, with Commissioner Mack on the majority side. #

Kreger Joins Gardner

Don Kreger has been named a television commercial producer and writer of Gardner Advertising Co., St. Louis. Mr. Kreger came to St. Louis from Baltimore where for the past year he was an information specialist with the U. S. Navy Recruiting Aids Facility. Prior to that he was with Hartley Films Productions, New York.

Feher Joins 'SEP'

Otto N. Feher, formerly with *House Beautiful*, has joined the Cleveland sales staff of *The Saturday Evening Post*.

Houston **6th** **Largest City in the Nation**

The Chronicle... **1st** **Newspaper in Houston**

In Houston, The Chronicle
Reaches More People
Carries More Advertising
Sells More Merchandise

Now the sixth largest city in the nation—and still growing—Houston is *A MUST Market!* And in Houston, advertisers know the selling power of The Chronicle. That's why The Chronicle *Dominates* in all advertising categories.

1st 6 Months of 1960

The Chronicle Leads Both Other Newspapers in:

17 of all **23** General Advertising Classifications
26 of all **28** Classified Classifications
19 of all **24** Retail Classifications

The reason . . . RESULTS!

THE HOUSTON CHRONICLE

Read by More Houstonians Than Any Other Newspaper
The Chronicle is a MUST Buy in a MUST Market!
The Branham Company—National Representatives

The demand for solid news and information grows and grows

"USN&WR" scores biggest first half in history

You hear more and more comment in publishing circles about the growing need on the part of readers for solid news and information. You hear more and more comment, too, about the growth and success of these publications primarily devoted to this news.

And surely you have noticed how often "U.S.News & World Report" is cited as the prime example of the growth trend in this field.

This growth is documented in the paragraphs that follow. The facts make two things clear:

1. "U.S.News & World Report" is fulfilling an important reader need by concentrating exclusively on the essential and useful news of our times.

2. It is providing advertisers with an important and effective medium for their messages.

Useful and essential news attracts those people who have the big stake in what's going on here and abroad, and what is likely to happen next. Four out of five "U.S. News & World Report" subscribers hold managerial positions in business, industry, finance, government and the professions. They have incomes that match their positions of responsibility—average of $15,496, highest of the news magazines.

In a magazine read so thoroughly and trusted so implicitly by so many important people, advertising has its best opportunity to be seen . . . to be read . . . to make lasting impressions.

NEW MILESTONES ESTABLISHED IN FIRST SIX MONTHS OF 1960

✳ **Circulation reaches an all-time high—more than 1,195,000*—convincing evidence of the growing need of important people for the important news.**

✳ **Carried 137 more advertising pages than in the same period in 1959.** Biggest page gain of the three news magazines. Biggest percent gain, too—10%. Evidence, surely, of growing recognition, on the part of advertisers, of the ability of "USN&WR" to cover best customers and prospects.**

✳ **First among the news magazines in gains in passenger car advertising**—a page gain more than twice that of the second-ranking magazine.**

✳ **Advertising revenues at an all-time high for a 6-month period—$11,316,235 compared to $9,324,771 in 1959, a gain of 21.4%.****

*Publisher's interim statement
to the Audit Bureau of Circulations, first 3 months of 1960.

**Publishers Information Bureau

TEN YEARS OF GROWTH AND PROGRESS ALL ALONG THE LINE

Since 1948 (first year of the magazine in present form), "U.S.News & World Report" has moved ahead on all fronts. Here are a few of the major bench marks that define its growth and progress in the period 1948 through 1959:

Circulation more than tripled—a bigger gain in numbers and percent than that scored by any of the other three weeklies.

Newsstand sales almost quadrupled—a far bigger gain than that scored by the other two news magazines.

Consistently No. 1 in percentage of its circulation acquired through the use of voluntary circulation methods. There are no pressure methods, no combination offers, no premiums, no door-to-door sales crews ("USN&WR" will not knowingly accept any subscription sold by door-to-door salesmen). Practically all subscriptions are "ordered by mail"—solicited solely by advertising in print.

Advertising pages more than doubled, a bigger gain in both pages and percent than that of any of the other weeklies in the field.

Carries more business and industrial advertising than any other news magazine. This has been true for the past seven years.

Consistently carries more pages of news than any other weekly in the field. This means increased usefulness to the reader, more visibility for advertising messages.

Sources of above: comparison of publishers' statements to the Audit Bureau of Circulations, Publishers Information Bureau. Number of news pages based on publisher's own count. Note: designation of voluntary circulation methods based on "A Study in Evaluation of Circulation Methods" conducted among the 100 leading national advertisers, October, 1957.

U.S.NEWS & WORLD REPORT

America's Class News Magazine

Now more than 1,150,000 net paid circulation

Advertising offices: 45 Rockefeller Plaza, New York 20, N.Y.
Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Washington and London.

Helffrich Opens Office

Stockton Helffrich, director of the New York office of the NAB television code, has set up temporary quarters in the new Transcontinent Television Corp. office at 380 Madison Ave. The NAB office was opened to provide a closer liaison with advertisers and agencies on code matters.

Hazard Adds Account

Hazard Advertising Co., New York, has been appointed to handle advertising for Evans Research & Development Co., New York. Hazard also has named Carmine J. Ballarino, an art director, executive art director.

Newhouse Joins WMMM

John R. Newhouse, formerly executive producer with CBS and night manager and program operations director of Mutual Broadcasting System, has been appointed vp in charge of sales of WMMM, Westport, Conn.

Borgward Names Miller

Borgward Motors Corp., Boston, has named Miller Advertising, New York, to handle national advertising and sales promotion. Miller has handled Fergus Imported Cars Inc., Borgward's largest U.S. distributor, since 1956.

Lowendahl Joins Dynamic

Walter Lowendahl, formerly an executive producer at Wilding Inc., tv commercial and industrial producer, has been named to the new post of exec vp at Dynamic Films, New York, tv film producer and distributor.

Get Your Full Words' Worth

Here Type Can Serve You

J. M. BUNDSCHO, INC., *Advertising Typographers*

180 North Wabash Ave. • RAndolph 6-7292 • Chicago 1

Would you like to meet the Hardware Distributors who can help you sell more products in the '60's?

Hardware Age MAP can give you the precise information you need to make these contacts

Would you like to talk to hardware distributors who sell products such as you manufacture?

Would you like to sit down with them, armed with facts such as: how your class of products is purchased and what is its dollar potential in stores in various sales-size groups?

Would you like your salesmen to know *in advance* the names of the buyers they should call on?

You can, through M·A·P — the Hardware Age Marketing Assistance Program.

M·A·P has ✓ the latest hardware market sales figures for nine merchandise classifications. M·A·P also presents ✓ the new Hardware Age Verified List of Hardware Wholesalers — a practical encyclopedia of names and places and activities in the selling channels serving the $3 Billion Retail Hardware Market.

To get this information promptly, tell us what products you sell or plan to sell in the hardware market. Merchandise Category Summaries will be sent you, free, in this handy Folder File. The new Verified List is $15.00 a copy.

Your advertising will meet

More Eager Readers in

Hardware Age

HARDWARE AGE'S

MAP

Marketing Assistance Program

can help you here:

✓ **NATIONAL SURVEY.** A scientific sampling of 41,000 hardware stores. Covers 224 hardware products in nine categories. Shows total retail and average sales volume. Percent of stores carrying each product. Number of brands carried and where purchased.

CHILTON RESEARCH SERVICES. The Chilton Company research department is available — for a reasonable fee — on an independent, fully confidential basis to manufacturers, agencies and others for conducting market and product research.

GENERAL COUNSELING FROM HARDWARE AGE STAFF. The marketing experience and knowledge of the Hardware Age organization is at your service. Advice on such key problems as cataloging, pricing, discounts and distribution.

✓ **VERIFIED LIST.** The most complete list of hardware wholesalers in the industry. Includes names, addresses, territory covered, lines handled and buyers for 558 general hardware wholesalers in the U.S. and Canada — plus 1,350 manufacturers' agents.

CENSUS OF RETAIL HARDWARE DEALERS. Includes all 41,000 known hardware retailers broken down into volume groups by states. Census maintained daily for extremely accurate research and promotion uses.

MAILING SERVICES. Keyed to the Hardware Age Census of Retail Hardware Dealers — the most accurate, complete, up-to-date lists in the business.

MERCHANDISE DIRECTORY NUMBER. Lists 6,888 hardware products with 9,845 cross references. Gives manufacturers' names, addresses and more than 25,000 brand names.

MERCHANDISING SERVICES Promotions by Hardware Age advertisers can be supported with such items as tear sheet folders, post cards, bookmarks and easels.

MEDIA HELP. Helpful material for the media buyer: readership studies, page sales analyses and a Planning Guide giving valuable information on the hardware markets.

A Chilton Publication

Member NBP

Chestnut and 56th Street
Philadelphia 39, Pa.

YEAR-'ROUND—*Mars Inc., Chicago, has introduced this year-round display stand to feature its candies. It stands 5'8" high and is 24" wide and 14" deep.*

'Superficial Restyling' Hit by Designers in 'Dun's Review' Article

NEW YORK, Aug. 3—Twelve top industrial designers predict that Americans will grow "increasingly impatient with superficial restyling and planned obsolescence in products" and instead will demand "real quality, value and ability to perform."

These views are expressed in an article published in the August issue of *Dun's Review & Modern Industry*. The designers said that the success of imports in the U.S. results from their ability to meet consumer needs, not just lower prices. They suggested that American manufacturers become more "people-oriented," and less "product, factory and competition-oriented."

■ Raymond Loewy writes: "There is increasing resentment of gadgets, systems and devices that do not compensate in utility or service for the irritations they arouse."

The designers said the shorter work week and longer vacations, increased emphasis on home and home entertainment, the decline of many products as status symbols and the increasingly sophisticated consumer, who is rarely buying a product for the first time were considered among the powerful forces affecting future product design.

Some specific product changes expected in the next ten years were:

- Decentralization of the refrigerator throughout the home.
- Computers handling home functions in the absence of residents.
- Small washer-dryers replacing the bathroom hamper.
- Night bank deposit vault type system for package delivery.
- More built-in appliances and furniture.
- Electrically heated skewer to defrost frozen foods speedily.
- Greater use of closed-circuit tv in business. #

Warren Joins 'Newsweek'

Gerald W. Warren, formerly with Petroleum Engineer Publishing Co., has joined the Cleveland sales staff of *Newsweek*.

THE
NEW YORKER
creates

Copyright 1959, The New Yorker Magazine, Inc.

"We came the minute we got your message!"

Offices: New York, Chicago, San Francisco, Los Angeles, Atlanta, London

Stereo Supplement Set

Hi-Fi Stereo Roto will be distributed as a Sunday supplement by seven newspapers Oct. 30, to hit the pre-Christmas buying season. It will be published by Henry Goldsmith Associates, Chicago. Mr. Goldsmith is president of Rigo Enterprises, which operates consumer hi-fi shows in major markets. Page rate is $12,750. Newspapers which will carry the section are *Boston Globe*, *New York Times*, *Philadelphia Bulletin*, *Detroit Free Press*, *Chicago Sun-Times*, *St. Louis Post-Dispatch* and *Los Angeles Times*.

Chicago's Elite Hotel overlooking Lake Michigan on the Gold Coast

LAKE SHORE DRIVE HOTEL

Only five minutes from downtown . . . steps from famous restaurants and exclusive specialty shops. Luxurious air-conditioned rooms, suites and apartments by the day, month or year.

Donald O. Cronin Manager

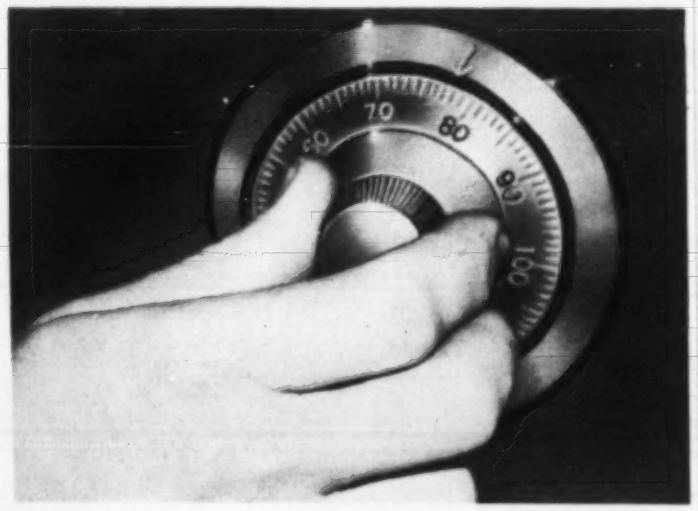
181 E. Lake Shore Drive SU 7-8800

CBS-TV Spot Names Beasley

Frank Beasley, previously an account executive in the Chicago office of CBS Television Spot Sales, has been transferred to the station representative's New York headquarters. He replaces Richard Beesemyer, who recently was named sales manager of KNXT, Los Angeles.

Bezoff Reopens Agency

Ben Bezoff, Denver advertising executive and public relations consultant, has reactivated Ben Bezoff & Co. in the Majestic Bldg. He operated the agency from 1947 to 1955, when he became managing and public relations director of the Colorado Motor Carriers' Assn.



Q What's the combination that unlocks the rich Mid-South market?

A The Memphis Newspaper combination of The Commercial Appeal & Press-Scimitar!

Top coverage yields top markets, and the Memphis trade area ranks among the top 15 markets in the Nation, population-wise.

Check this: through the Memphis Newspaper combination you are tapping a market containing more than 2,500,000 people with an annual Consumer Spendable Income of $2,917,353,000!

Double-check this: be sure Memphis Newspapers are on your media list.

Write For All The Memphis Facts

TOTAL Memphis-Market over 2,500,000 population

The Dominant Dailies in the Mid-South

THE COMMERCIAL APPEAL
MEMPHIS PRESS-SCIMITAR
SCRIPPS-HOWARD NEWSPAPERS

Prentice-Hall Buys National Foreman's Institute from Vision

NEW YORK, Aug. 3—Vision Inc., publisher of *Printers' Ink*, today announced the sale of its National Foreman's Institute division to Prentice-Hall Inc., for "cash in excess of $2,000,000."

William E. Barlow, president of Vision, said the sale will enable the company to concentrate its attention on the magazine publishing business.

The National Foreman's Institute was acquired by Vision in 1954. Headquartered in New London, Conn., it services thousands of companies with periodicals on the training and development of foremen and other supervisory personnel.

Prentice-Hall is a leading textbook publisher and also publishes a wide range of books for business men.

■ Remaining with Vision is the Arthur C. Croft division, publisher of newsletters, books and brochures for teachers and school administrators. Croft came to Vision as part of the NFI acquisition. National Foreman's Institute was founded by Arthur C. Croft Sr. in 1917.

Vision Inc. was formed in 1949 to publish *Vision*, bi-weekly Spanish-language news magazine for Latin America. It was followed by *Visao*, Portuguese news weekly published in Brazil. *Printers' Ink* was acquired in 1957. Last year the company launched *Salesweek* under a contract with the National Sales Executives. #

'Robin' to Brown & Williamson

Brown & Williamson Corp., Louisville, Ky., has signed to sponsor Ziv-UA's "Case of the Dangerous Robin" on KNXT, Los Angeles; WBAP-TV, Fort Worth, and WWJ-TV, Detroit. The company earlier signed to sponsor "Robin" on WABC-TV, New York; KRON-TV, San Francisco; WFIL-TV, Philadelphia, and WKRC-TV, Cincinnati. Brown & Williamson's order was placed through Ted Bates & Co.

Standard (Ind.) on ABC Radio

Standard Oil Co. (Indiana), Chicago, will sponsor the 1960 "College All-Star Football Game" on Aug. 12 at 10 p.m., EDT, in 15 midwestern states on ABC Radio. The game, which will be carried on the entire network, will feature leading college 1959 stars against the National Football League champion Baltimore Colts. Indiana Standard's agency is D'Arcy Advertising Co., Chicago.

Popecki Heads AIA Unit

Ernest S. Popecki, Selas Corp. of America, has been elected president of the Eastern Industrial Advertisers, the Philadelphia chapter of the Assn. of Industrial Advertisers. Other officers are: Frank W. White, SKF Industries, vp; Earle A. Buckley, Buckley Organization, 2nd vp; Frank L. Morris, Fischer & Porter Co., secretary, and Winston Hargrave, M. Russell Berger Inc., treasurer.

Elliott Names Turpin A. M.

Charles S. Turpin Jr. has been named advertising and sales promotion manager of Elliott Addressing Machine Co., Cambridge, Mass. He formerly was with Bay State Abrasives Co., Westboro, Mass.

Street Joins Shoppers Club

Jim Street, formerly premium director of General Foods and General Mills, has joined Around-the-World Shoppers, Elizabeth, N.J., as vp in charge of premium promotions.

Nielsen Network TV

Two Weeks Ending July 10, 1960

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	14,554
2	Miss Universe (Procter & Gamble, CBS)	14,057
3	Coke Time (Coca-Cola, ABC)	12,927
4	77 Sunset Strip (Several sponsors, ABC)	12,656
5	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	12,475
6	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	11,481
7	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	10,125
8	I've Got a Secret (R. J. Reynolds, Bristol-Myers, CBS)	9,989
9	Comedy Spot (S. C. Johnson, Pet Milk, CBS)	9,989
10	Price Is Right (Lever Bros., Speidel, NBC)	9,944

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	32.2
2	Miss Universe (Procter & Gamble, CBS)	31.1
3	Coke Time (Coca-Cola, ABC)	28.6
4	77 Sunset Strip (Several sponsors, ABC)	28.0
5	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	27.6
6	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	25.4
7	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	22.4
8	I've Got a Secret (R. J. Reynolds, Bristol-Myers, CBS)	22.1
9	Comedy Spot (S. C. Johnson, Pet Milk, CBS)	22.1
10	Price Is Right (Lever Bros., Speidel, NBC)	22.0

*Nielsen Average Audience***

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	13,424
2	Miss Universe (Procter & Gamble, CBS)	11,436
3	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	10,712
4	77 Sunset Strip (Several sponsors, ABC)	10,125
5	Coke Time (Coca-Cola, ABC)	9,989
6	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	9,402
7	I've Got a Secret (R. J. Reynolds, Bristol-Myers, CBS)	8,904
8	What's My Line (Kellogg, Sunbeam, CBS)	8,814
9	Comedy Spot (S. C. Johnson, Pet Milk, CBS)	8,769
10	Price Is Right (Lever Bros., Speidel, NBC)	8,724

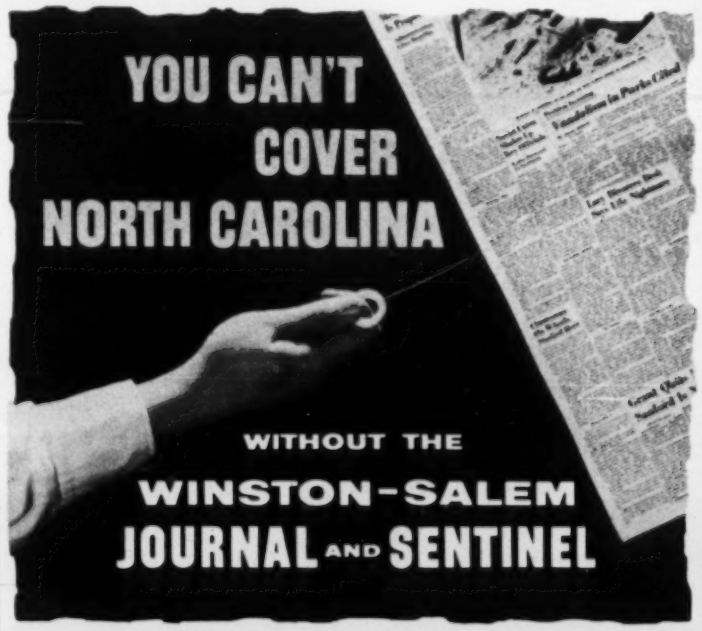
PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	29.7
2	Miss Universe (Procter & Gamble, CBS)	25.3
3	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	23.7
4	77 Sunset Strip (Several sponsors, ABC)	22.4
5	Coke Time (Coca-Cola, ABC)	22.1
6	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	20.8
7	I've Got a Secret (R. J. Reynolds, Bristol-Myers, CBS)	19.7
8	What's My Line (Kellogg, Sunbeam, CBS)	19.5
9	Comedy Spot (S. C. Johnson, Pet Milk, CBS)	19.4
10	Price Is Right (Lever Bros., Speidel, NBC)	19.3

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

** Homes reached during the average minute of the program.

† Percented ratings are based on tv homes within reach of station facilities used by each program.



. . . the only daily newspapers covering an important 11-county area of North Carolina. Buy growing, prosperous Winston-Salem . . . get bustling Northwest North Carolina, too . . . where people shop the pages of the Journal and Sentinel . . . North Carolina's COLORACTION newspapers. Published morning, evening and Sunday. Combined daily circulation 108,617. National Rep., Kelly-Smith Co.

W. Thomas Rice, President of the Atlantic Coast Line, is one of the young presidents in a new era of railroading.

"I certainly can't reach as many shippers as an advertisement can."

"A railroad must depend on the best equipment it can get to compete for today's passenger and freight traffic. Needless to say, the advantages the ACL offers shippers represent an investment of millions. But no matter how good our rolling stock is, we have to find people to use it.

"When I talk to a shipper personally, I can spell out the benefits our line gives him in fast handling, economy, and safety. If I could call on two such shippers a day, I would still cover only a handful—whereas an advertisement in the right business publication can reach thousands in any month.

"This is why business magazines like McGraw-Hill's are an important sales force for us. They make 'calls' on the men we want to reach, tell them what we want them to know. Without the help of well-placed advertising, I'm sure our cars would not be nearly as full."

McGraw-Hill

PUBLICATIONS

ABC — AUDITED PAID CIRCULATION

ABP — EDITORIAL LEADERSHIP

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N.Y.

More than one million key men in business and industry pay to read McGraw-Hill publications.

IT'S
BACON'S
for
COMPLETE COVERAGE
of
MAGAZINES!

● There's only one way to get complete and reliable clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!
Ask for Bulletin 59

OUR READING LIST
Published as complete publicity directory. BACON'S PUBLICITY CHECKER —now with quarterly revisions. 100% accurate. 352 p.p. —$25.00. Send for your copy today!

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd
Chicago 4, Illinois
WAbash 2-8419

Hamilton-Pax Names Dunn VP

Wallace E. Dunn, who recently joined Hamilton-Pax Inc., Chicaco, supplier to the automotive industry, has been appointed a vp to head a new consumer products division. Before joining the company Mr. Dunn was vp of Mayer Mfg. Co. and marketing director of Autopoint Co., Chicago.

Conveyor Names Armstrong

Conveyor Systems, Morton Grove, Ill., and its new Farquhar division, has appointed Armstrong Advertising Agency, Chicago, to handle its advertising.

Chrysler Moves Cooper

John R. Cooper, sales promotion manager for Valiant, has been moved by Chrysler Corp., Detroit, to special events manager of the Plymouth-De Soto-Valiant division.

Telephone

Funeral services of a type unsurpassed in the history of undertaking may now be inspired by a telephone call.

It is by far, the most refined and elegant service procurable, and prices are eminently fair and reasonable.

NORTH SIDE — WEST SIDE — SOUTH SIDE

Branches
For the convenience of the public:

Central Display Rooms and Chapels—Tel. Cent. 368
Michigan Boulevard and Randolph Street

WESTERN CASKET AND UNDERTAKING CO.

THE AMERICAN
A Car for Discriminating Buyers

The car that has come into universal recognition because of its many advanced features.

The underslung frame means low center of gravity and provides for safety, straight line drive and large wheels, which insure easy riding qualities and long life to tires.

THE AMERICAN is made in various models, $1,250 to $4,500, and full descriptive catalog will be furnished gratis upon request.

AMERICAN MOTORS COMPANY
Box 166 Indianapolis, Ind.

Representatives for Illinois, Indiana and Iowa
AMERICAN TRAVELER-COEY CO., 1424-26 South Michigan Ave.
C. A. COEY, President

YESTERYEAR—*These ads, among many ads depicting the first autos, telephones and radios and mode of life 50 years ago, were taken from the pages of early telephone directories. The collection is part of an exhibit now in the lobby of the Prudential Bldg., Chicago, and scheduled to move soon to the Chicago Historical Society. The exhibit, divided into four parts showing changes in Chicago's industrial, business and social life, marks the 75th year of phonebook publishing by Reuben H. Donnelley Corp.*

You Reach 1,433,000 Negroes Thru ROUNSAVILLE RADIO!

Rounsaville Radio programs to a positively receptive audience of 1,433,000 Negro customers with an annual cash income of more than 824 million dollars—AFTER TAXES! They'll spend 80% of it for consumer goods—name brand, quality products. The Negro market is rich and getting richer. But the ONLY way to get your share of this vital growing buying-power is through the medium preferred by 95% of all Negroes—Negro Radio! And, in six important metropolitan markets Negro Radio is Rounsaville Radio! Any budget you make for these markets must include Rounsaville Radio or you completely miss this $824,000,000 consumer group! Get the facts about Rounsaville's six number-one rated stations! Call Rounsaville Radio in Atlanta, John E. Pearson or Dora-Clayton in the Southeast today!

Personal Letter

To understand the Negro today is to know why Negro Radio is so singularly effective as a sales medium. Rounsaville Radio is more than dominant with the Negro—it carries an impact not possible in any other media. Our staff's friendly, Negro voices carry your sales message to our Negro audience at home, at work, in the car . . . wherever they may be. Proof of our Know-How is their quick, loyal response to those products advertised on Rounsaville Radio. Let us tell them about your products. Rounsaville Radio is one of the oldest and the *largest* broadcasters in Negro Radio.

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's Only all Negro-Programmed Station!
WLOU 5,000 Watts—Louisville's only all Negro-Programmed Station!
WMBM 5,000 Watts — Miami-Miami Beach's only full time Negro-Programmed Station!
WVOL 5,000 Watts—Nashville's only all Negro-Programmed Station!
WYLD 1,000 Watts — New Orleans' only full time Negro-Programmed Station!
WTMP 5,000 Watts — Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL—DISCOUNTS WITH TWO OR MORE!

ROUNSAVILLE RADIO STATIONS
Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE
Owner-President
JOHN E. PEARSON CO.
Nat'l Rep.
ROUNSAVILLE RADIO
HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.
DORA-CLAYTON
Southeastern Rep.

Along the Media Path

Some 4,000 viewers of **KCRG-TV**, Cedar Rapids, entered the station's slogan contest. A four-door 1960 Valiant was awarded to the winning contestant.

• Canada Cement Co., Montreal, and its agency, Cockfield, Brown & Co., Ltd., recently were awarded two successive monthly "best advertising" awards from the Engineering Institute of Canada. This marks the first time an advertiser in the **Engineering Journal**, official publication of the institute, has been presented the award twice in a row.

• Louisiana Farm Bureau Federation, Baton Rouge, has presented a special award to **KNOE-TV**, Monroe, La., for its outstanding news coverage of agriculture.

• **Westinghouse Broadcasting Co.**, mailed to agency personnel promotional folders which gave brief sketches of its nine newsmen who covered the Republican convention.

• A concentrated 19-day promotion, consisting of 10 and 20 spot announcements on **WBZ**, Boston, realized the most successful turnout for a public concert in the history of the Hatch Memorial Shell in Boston. Some 20,000 persons attended WBZ's Night of Harmony, a two hour and 45 minute program featuring station personalities, barbershop quartets and choral groups, a 100-piece kazoo band, community singing and fireworks.

• **WMTW-TV**, Poland Spring, Me., entertained some 125 guests at its third annual Mount Washington Party on July 9. Media buyers, agency personnel and sponsor representatives were invited to spend the day at the Maine resort. Golfing, swimming, dancing, a cocktail party and banquet were on the day's agenda.

• The American Legion presented its annual State Americanism Award to **KTVH**, Wichita, for its new Sunday evening show, "Open End."

• The August issue of **Electronics World**, whose cover will carry a Japanese lettering, meaning transistor, in type larger than its own banner, will offer a complete guide for transistor replacements in Japanese radios.

• A proclamation by John C. Moler, managing director of **WIBG**, Philadelphia, on July 25, made Philadelphia residents citizens of W-I-B-G Land, "The State of Happy Listeners." Activities planned by the station for W-I-B-G Land include a voters' registration campaign, election and appointment of officials, designing of a flag, a traffic safety campaign, distribution of "currency," and mailing of lollipops and confetti to 10,000 children.

• Some 1,400 graduates of two Rockford, Ill., high schools were tv "stars" last June as **WREX-TV**, Rockford, made two remote telecasts of the graduation ceremonies. Thirteen local companies co-sponsored the event.

• The September issue of **Woman's Day** is 17% ahead of the September, 1959, issue in both ad volume and revenue, with 37⅛ ad pages grossing $773,658. During the first nine months, the publication carried 343 ad pages and grossed $7,057,919, an increase of 43% over the same period last year.

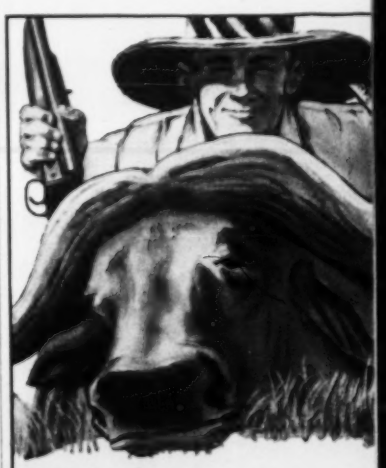
• A National Assn. of Boating Magazines, P. O. Box 1750, Annapolis, Md., has been established to maintain better liaison among the publications, the pleasure boating industry and government agencies. H. K. Rigg, editor and publisher of **The Skipper** is chairman. Other member publications are *Boats, Lakeland Boating, Motor Boating Outboard, Popular Boating, Rudder, Sea & Pacific Motor Boat* and *Yachting*.

• **Harper's Bazaar** has gone ahead in ad linage for the seventh consecutive month. The September issue has a linage gain of 35% over last year.

• A "French Accent" campaign by **Seventeen** will be backed by 124 department stores throughout the U. S. A collection of 10 back-to-school costumes, designed by French courturier Jacques Esterel, will be featured in the September issue. The clothes have been copied in DuPont fabrics by five U. S. manufacturers. DuPont and *Seventeen* will work with the stores in promoting the fashions via fashion shows, display pieces and other material.

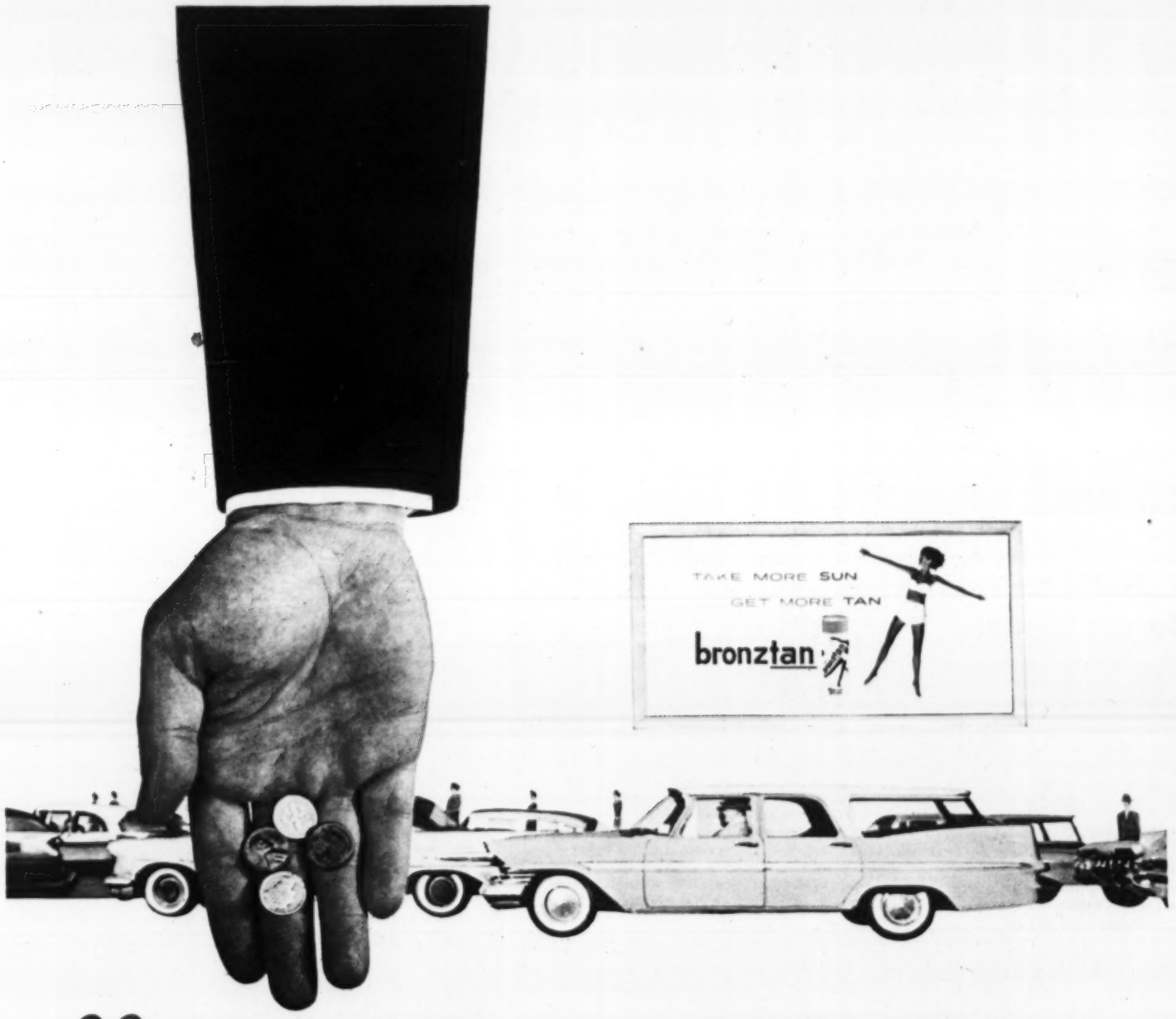
• **Department of New Laurels:**
Electronic Design carried 2,450 advertising pages in the first six months of 1960, a 21% gain over 2,019 pages carried in the comparable 1959 period.

McGraw-Hill Publishing Co. reports a net income of $3,178,302 for the first half of 1960, as compared with $2,772,464 in the first six months of the preceding year.



For Over 75 Years—
an acknowledged national and international authority on guns, shooting and hunting. Over 360,000 circulation, including 12,000 foreign.

The AMERICAN RIFLEMAN Magazine
SCOTT CIRCLE WASH. 6 D.C.



22¢ buys 1,000 exposures in Outdoor, the *Persistent* Primary Medium!

While other major media talk about exposure costs in terms of a dollar, a dollar and a half, even two dollars a thousand, Outdoor lets you show your message to 1,000 people for only 22¢.

With Outdoor you show your message to people in a uniquely effective way. Big, to make it impressive. Simple to make it memorable. Colorful to give a real-life product identity. Close to the point-of-sale to make it pay off, fast.

Most important, Outdoor gives you the essential quality of *persistence*. Studies show that your message in Outdoor is exposed *repetitively* 21 times a month to an average of 94% of all the car owning households in a market.

OAI — national sales representative of the Outdoor advertising medium — will put research, planning, creative, and merchandising services at your disposal to help Outdoor go to work persistently for you.

OAI OUTDOOR ADVERTISING INCORPORATED

With offices in: *Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, St. Louis, San Francisco, Seattle.*

Kossack Adds 2 Accounts

Catalina Savings & Loan Assn., Tucson, and Highlands Mobile Home Estates development, Tucson, have appointed S. J. Kossack & Associates, Tucson, to handle their advertising. Kossack has named Paul D. Barker, formerly advertising manager of American Extruded Products Co., Los Angeles, business development director.

Corley Mfg. Names Lookout

Lookout Advertising Agency, Chattanooga, has been named to handle advertising for Corley Mfg. Co., Chattanooga, maker of sawmill equipment. Charles Tombras & Associates, Knoxville, is the former agency.

National Catholic Family Magazine
Produces Magnificently
OCTOBER ISSUE CLOSES AUG. 20
Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd., Chicago 4
Telephone HArrison 7-7176
St. Anthony MESSENGER

DSI, Schenley Debate Proposed New Bottle Sizes

WASHINGTON, Aug. 2—Schenley Industries and the Distilled Spirits Institute squared off in hearings before the alcohol and tobacco tax unit of the Internal Revenue Service last week over Schenley's proposal for new liquor bottle sizes.

Calling for less government interference, Ralph T. Heymsfeld, exec vp of Schenley, said the liquor industry must carry its own burdens. With the introduction of four new sizes—thirds, sixths, 12ths and 20ths of a gallon—the industry can "stimulate sales and cut down costs," Mr. Heymsfeld said.

■ If new price brackets are created, the consumer will be offered a wider buying choice, he said. "We want the opportunity to find out if this is a service. We think it is. If we're wrong, we pay the penalties. If we're right, we collect the profits."

Mr. Heymsfeld asserted that there was only one issue involved: Whether the present fifth of whisky and the proposed sixth are deceptively similar.

"Let's engage in fantasy," Mr. Heymsfeld said. If the industry had stuck to 100 proof, "importers would have brought in 86 proof and there would have been a big public hearing on whether it was deceptive to market whisky at 86 proof.

"Let's compare that change to the change we now propose," he said. "Which is more likely to make the consumer look at the label—a smaller bottle or a lower proof? Can you see the change in proof?" he asked the revenue men.

"Our good will is involved here. We want to make the changes clear," Mr. Heymsfeld said. The program "will not be an effort to confuse or deceive, but an effort to educate the consumer as to the availability of other items."

■ DSI's president, Robert W. Coyne, countered Schenley's "package to price" arguments with the thought that the liquor business can't afford to use the techniques of other industries.

"Practices and customs in other industries have little relevance here," he said. "Others can listen to the voice of experience. We cannot. Others can seek and find the quick temporary advantage; we cannot. Others can—and do—risk customer criticism. We cannot.

"We cannot, as far as it is in our power to prevent it, gamble with the delicate balance of public acceptance we have fought and sweated for and which we have, to a salutary degree, achieved."

Mr. Coyne pointed out that one out of four adults is in favor of prohibition. "Before we sanction this arrogation, we should pause and reflect that perhaps, as we seek the quick cure—the panacea—we tinker with basic verities."

■ Zeroing in on Schenley's smaller-bottle proposal, Mr. Coyne contended that the idea "is merely a price raising device to be accomplished, not by the conventional method of raising the price of an existing bottle size, but by a more subtle method of reducing the size of the container."

The Schenley presentation was reinforced by Dr. Arnold Corbin, professor of marketing at the graduate school of business administration, New York University. Mr. Corbin asserted that the industry's higher costs called for a more "flexible" approach to its merchandising problems.

He pointed to the decline in gross margins and profits within the industry and suggested that "by catering to new consumer desires the liquor business can maintain or increase its volume.

"New sizes aren't novelties anymore," he said. "Industries are providing consumers with more sizes, colors, and shapes all the time. Companies that don't change become Dun & Bradstreet mortality statistics," Mr. Corbin said.

■ Mr. Coyne pictured the liquor industry as protector of the consumer's pocketbook. "It must be remembered that the great mass of consumers is an unorganized body. In this day of Madison Ave. techniques, motivational and subliminal advertising, the consumer has few places to look for protection of his purse and his trust."

Looking at the economic side of the question, Mr. Coyne said the consumer ultimately would have to bear the additional costs represented by additional bottling equipment and additional inventories.

In the three-day hearing the tax unit heard from 12 distillers, representing 18% of the country's whisky production, who advocated the new bottle sizes. Opposing the idea are the majority of the DSI, as well as weights and measures authorities and liquor dealers. #

Tossell Randall Pickett
Meyer Warner

JURY—*Judges for the Toledo Blade-Times scholarship award to the 1960 National Appliance & Radio Dealers Institute are Victor Tossell, Blaco Advertising Agency; Nelson Randall, Toledo Edison Co.; Marshall Pickett, Seaway Advertising; Gordon Meyer, Ohio Fuel Gas Co., and Fal Warner, B. R. Baker Co. All are members of the Advertising Club of Toledo.*

Selling to the Outdoors Sports Market?

Then you will want to know more about FISHING TACKLE TRADE NEWS—the National Business Publication Specializing in the Outdoor Sports Field.

While FTTN is only eight years old—our experience in outdoor sports advertising, merchandising and marketing goes back to 1931—nearly 30 years of continuous contact with the Outdoor Sports Market.

If you have a product that can be marketed through 10,441 specialized key retailers of outdoor sports products who regularly receive FTTN, and their 1,081 jobbers, we would like to talk to you. We can give you the benefit of our many years of experience in this field, of our numerous personal contacts among dealers, jobbers, sales agencies and salesmen. Write to Fred E. Owens, *publisher*.

FISHING TACKLE TRADE NEWS
P. O. Box 238, Wilmette, Ill.

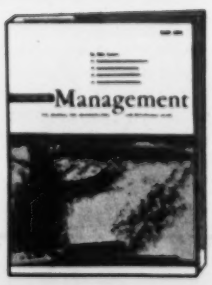
Sherman Rifkin Adds Three

Remanco Inc., Santa Monica, manufacturer of radar equipment, has appointed Sherman Rifkin Advertising, Beverly Hills, to handle its advertising. Sherman Rifkin also has been named to handle advertising for Vega Electronics Corp., Cupertino, Cal., maker of Vega Telemike, wireless microphone, and for Transis-Tronics, maker of transistor stereo high fidelity components.

Cousins Elected President

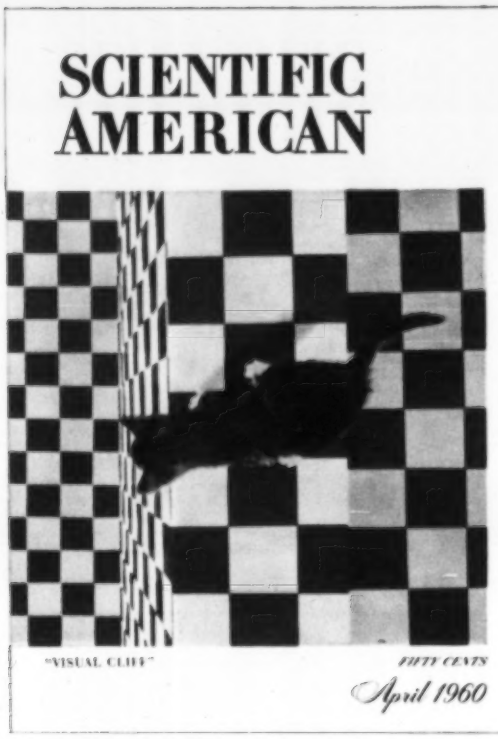
Walter Cousins Jr., *Southern Pharmaceutical Journal*, has been elected president of Affiliated Regional Drug Publications, Chicago. Other new officers include Leavitt Parsons, *The Apothecary*, vp; Robert Wilson, *West Coast Druggist*, secretary, and Joseph J. Shine, *Central Pharmaceutical Journal*, re-elected treasurer.

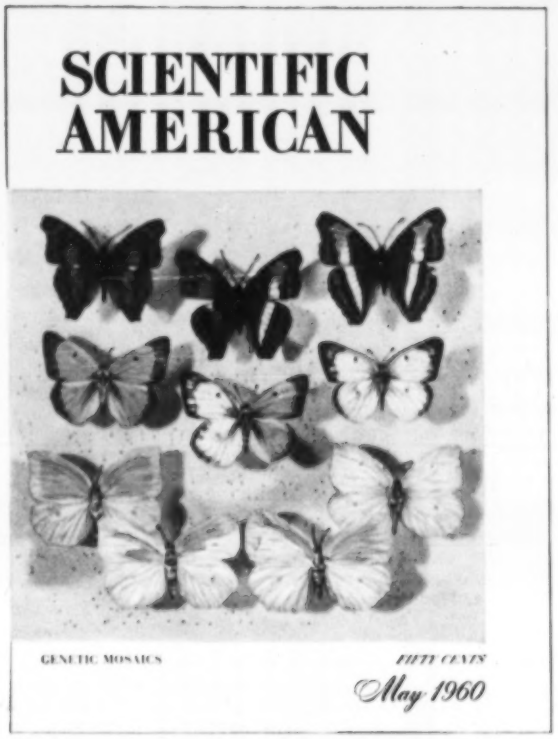
STOP PLAYING THE "NUMBERS GAME"

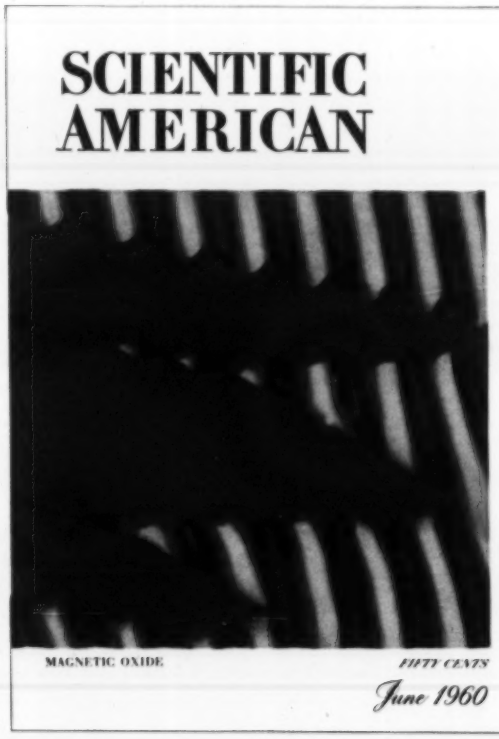


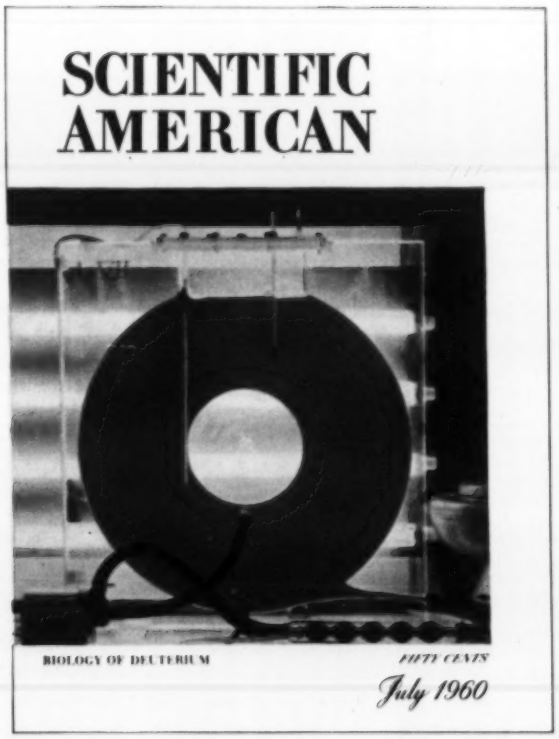
The sophisticated media buyer knows that circulation figures alone . . . while they may be large and impressive . . . are not enough. That is especially true in the hospital field. Of the 4 books in the field, one stands head and shoulders above the rest for its ACTIVE AUDIENCE that reads and reacts to the news and thought-provoking information and articles. One alone is the day-to-day work book of busy hospital administrators, purchasing agents and department heads. One alone is edited by the nationally famous and controversial Dr. Charles U. Letourneau. One alone produces sales results for advertisers far in excess of the modest investment. That one is HOSPITAL MANAGEMENT. Let our representative show you why!

HOSPITAL Management
THE JOURNAL FOR ADMINISTRATORS AND DEPARTMENT HEADS
A Clissold Publication ABC ABP
105 W. ADAMS ST. • CHICAGO 3, ILLINOIS • ANdover 3-1800
NEW YORK 36 500 Fifth Avenue LO 4-2233
WASHINGTON 4, D. C. 1319 F Street, N.W. ME 8-6707
LOS ANGELES 57 The Maurice A. Kimball Co., Inc. 2550 Beverly Blvd. • DU 8-6178
SAN FRANCISCO 5 The Maurice A. Kimball Co., Inc. 681 Market Street • EX 2-3365









The readers of SCIENTIFIC AMERICAN know the stories behind these four covers. Our readers are the men of Technical Management, and they tell us that they read our magazine at home, enjoying an average of four hours with each issue. They are enriched by the understanding of current innovation in science and technology uniquely presented in our pages.

These readers—more than a quarter of a million engineers, research scientists and technical executives—have made industrial profits dependent upon constant innovation in plant, process and product. Their stern demands determine the purchasing patterns of industry. More than 450 corporations know this and know the way to speak to Technical Management successfully is to speak to them through our pages. We will be pleased to send you a complimentary copy of our September issue in which all advertising space was sold out a month before the regular closing date.

SCIENTIFIC AMERICAN, INC., 415 MADISON AVE., N. Y. 17

THE MAGAZINE READ BY TECHNICAL MANAGEMENT

WAR TALK—*The Civil War is not infrequently food for living room conversation at the Northlichs'. Here young Bill examines an 1864 Henry rifle as his father expounds the weapon's virtues.*

Versatile Adman ... W. R. Northlich

For W. R. Northlich, the trumpets which herald the Soaring '60s have a double blast; they also are an echo of the 1860s.

The centennial is approaching, and once more can be heard the sounds of Shiloh, Vicksburg, Gettysburg, and the soft, final notes of Appomattox.

Fate placed Bill Northlich in the 20th century; he is president of Farson, Huff & Northlich, Cincinnati. Had he been born a century earlier, he might have been an officer of cavalry.

The Civil War is his hobby. He disclaims being an expert on the subject, but by most people's standards he probably is. His collection of books and Civil War firearms and mementos is impressive; his knowledge of historical detail is more so.

"I guess it was about 15 years ago that I started collecting Civil War books," he says. "I don't know exactly how it began, but I'm from Illinois, and I was interested in Lincoln. Maybe 10 years ago I started collecting firearms and visiting battlefields."

Earlier, at the University of Illinois, he had been a cavalry officer in the ROTC. Now he finds the Civil War's most interesting battles those in which the cavalry played a decisive role.

"The South's only real natural resources were spirit and horses," he says.

There can be no doubt about his admiration for the South. "I've been asked which side I would have taken if I had lived back then," he says.

"Politically there could have been no doubt; I would have been for the Union. My relatives were in Iowa regiments.

"But I can't help admiring the South. They had very little besides tremendous spirit and the will to win—and they came awfully close to doing it."

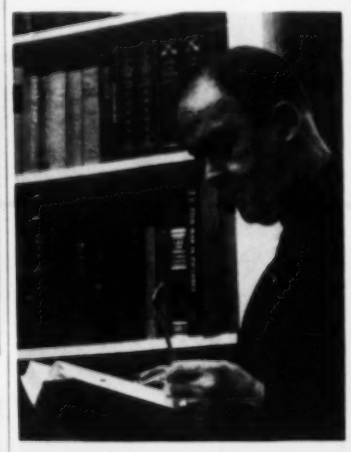
■ His regard for the men of the Confederacy is evidenced in a paper which Mr. Northlich presented recently before the Cincinnati chapter, Civil War Round Table. The subject: General Nathan Bedford Forrest, who is credited with the famous remark about being there "firstest with the mostest."

In 1961, no doubt Bill Northlich will be visiting more battlefields, reading the inscriptions on more monuments, and looking out across the faint, grassy contours of century-old earthworks. For him, a century afterward, it still lives as "the great conflict."

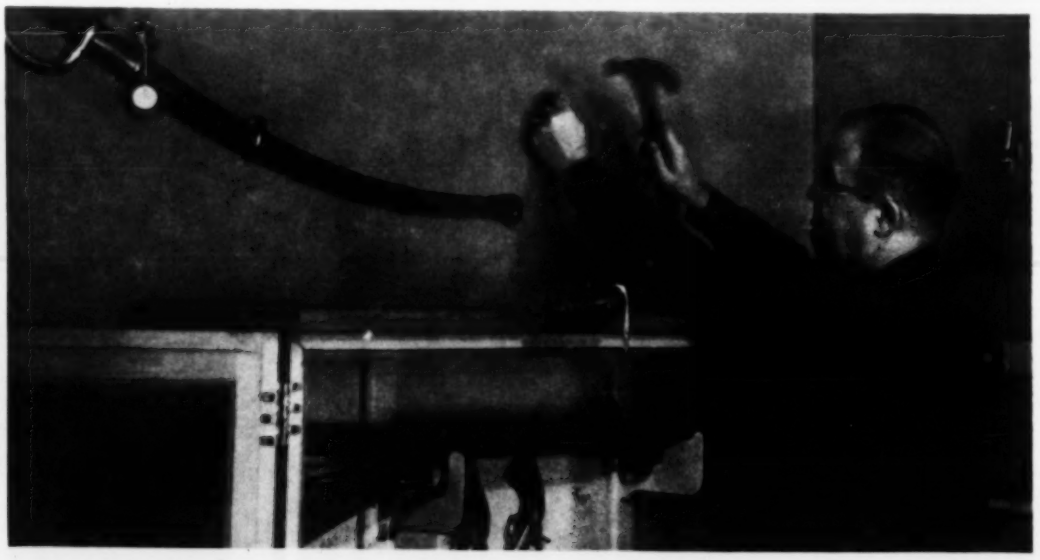
INSIGNIA—*Bill Northlich enjoys displaying his collection of Union and Confederate buckles and insignia.*

Northlich Caston Northlich Waters

COLT 36—*Mr. Northlich explains the workings of an 1851 36-caliber Navy Colt to Fred Caston, his son Bill Jr., and Lee Waters.*



AVID READER—*Mr. Northlich looks up a point in one of his many volumes on the war.*



SABER SPACE—*Bill prepares to mount another Union saber on the wall over his gun case.*

234,333
YOU CAN'T IGNORE

. . . or else you'll miss the many potential customers from the metropolitan area alone who read The Detroit Times, and your ads, exclusively (130,889 more than Detroit's morning paper*). Another fact you can't ignore: 83% of Times metropolitan-area readers get home delivery. To talk to Detroit, pay heed to the Times.

*Detroit News 5th Quinquennial Survey

KEEP YOUR EYE ON THE TIMES
Detroit Times
Represented nationally by
HEARST ADVERTISING SERVICE INC.

Consult THE MIDWEST'S
FASTEST GROWING PRINTING HOUSE FOR
- Creative art work
- Fine color offset lithography
- Quality letterpress printing
- Four-color separations
- Publications "know-how"
- Complete mailing service
- Mats, stereos and electros
- Complete bindery

AND NOW High Speed Four-Color Web Offset
Write, Wire, Phone
Nebraska Farmer Company
Out of the "high-rent" district at
1420 P STREET LINCOLN, NEBRASKA

NU Students Create Magazine

"Vantage," an experimental magazine for married graduate students, has been published by nine graduate students of magazine writing and publishing at Medill School of Journalism, Northwestern University, Evanston, Ill. Prof. David Botter directed most of the work.

WU Seeks Press Rate Rise

Western Union has asked the Federal Communications Commission for permission to raise press rates by 8%, effective Aug. 26. The request for higher rates is included in a supplemental tariff schedule which Western Union has filed with the FCC.

Litman-Stevens Adds Four

Lester R. Sandahl Co., Des Moines; Black, Sivalls & Bryson, Kansas City and Tulsa; Pel Freez Rabbit Meat Co., Rogers, Ark., and Uhrig Co., Carrolton, Mo., have appointed Litman-Stevens & Sher, Kansas City, as their agency. Combined billings of the four new accounts are estimated at more than $200,000.

Drug, Cosmetics Ads Offend Most, Now, NBBB Says

NEW YORK, Aug. 3—Deceptive advertising for drugs, cosmetics and devices has replaced "bait" ads as No. 1 on the gyp parade, according to the National Better Business Bureau.

The August issue of the bureau's monthly service bulletin reprints an article from *Changing Times* outlining current gyps and frauds and giving a rundown of the top ten gyps of 1960, as measured by the number of complaints at NBBB.

The various drug and cosmetic gyps include weight reducers, baldness preventives, cancer cures, food fads, skin beautifiers, and arthritis and rheumatism cures.

In the last category, the Arthritis & Rheumatism Foundation reports that 5,000,000 sufferers are victimized yearly and "an estimated $100,000,000 is spent annually to promote dubious arthritis ads." Drug stores were said to be the main outlets for "glorified aspirin" medications, whose beneficial effects are often questionable, the bulletin said.

Other gyps, in order of frequency, are:

1. Questionable franchise deals, especially in vending machines.
2. Mail order sale of dubious gadgets and garden supplies.
3. Unsound earn-money-at-home schemes.
4. High pressure home improvement schemes.
5. Fictitious list and comparative prices.
6. Bait ads.
7. Unordered merchandise schemes, especially in charitable appeals.
8. Telephone sales of doubtful securities.
9. Photography schemes.

■ In 1956, when "bait" advertising headed the list, the other top consumer gyps were, in descending order:

1. Fictitious list and comparative prices.
2. Unsound earn-money-at-home schemes.
3. High pressure home improvement schemes.
4. Questionable franchise deals, especially in vending machines.
5. Dishonest debt adjusters.
6. Deceptively advertised obesity remedies and baldness "cures."
7. Unordered merchandise schemes, especially in charitable appeals.
8. Questionable coupon book deals.
9. Fly-by-night cemetery lot promotions. #

Glenn Advertising Moves

Glenn Advertising, Dallas, has moved its headquarters to new and enlarged quarters on the 34th floor of the Republic Bank Bldg. The agency said the move was made in order to consolidate the Dallas work force, formerly housed in two separate offices, and to provide additional space for expanded services to clients.

Latrobe Steel Boosts Ferguson

Robert A. Ferguson, assistant to the vp in charge of sales of Latrobe Steel Co., Latrobe, Pa., has been named manager of marketing. He joined Latrobe in 1952.

Music Makers Move Offices

Music Makers, New York, producers of music for radio-tv commercials, has moved to new quarters at 6 W. 57th St.

'Reader's Digest' Moves Office

Reader's Digest has moved its New York office to 270 Park Ave.

Glidden Names Kinsey

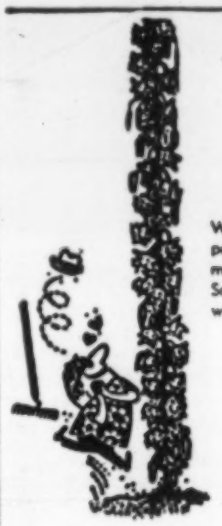
Bruce M. Kinsey has been named marketing research manager of Glidden Co.'s Durkee Famous Foods division, Cleveland. Mr. Kinsey formerly was with the large lamp department of General Electric Co.

Robson Names Rivkin

Robson of England Travel Ltd., London-headquartered travel agency, is expanding its New York office and has appointed Samuel Rivkin Co., New York, to handle its advertising.

Neighbors Joins Lewis Barry

James F. Neighbors, formerly with Public Relations Aids, has been named an account executive at Lewis Barry Inc., New York, trade show marketing counselor.



Just like Jack and his Beanstalk . . .

the City Zone of Atlantic City goes UP-UP-UP

NOW 124,437 U. S. CENSUS

With a substantial increase of 18.9% in the past census period, the Atlantic City City Zone marks a surging population growth throughout Southern New Jersey's rich expanding market, with the Atlantic City Trading Zone up 28.97% and the Atlantic City Metropolitan Area up 21.2%. As a measure of coverage throughout this diversified three-phase market — Industry, Agriculture and Resort — the Atlantic City Press is up a "tremendous" 95.1%.

WHAT BETTER COVERAGE CAN YOU ASK THAN THIS?

Atlantic City Press

Southern New Jersey's "Good Morning" Newspaper

Rolland L. Adams, *President* Scolaro, Meeker & Scott, Inc., *National Representatives*

Jefferson Standard Broadcasting Company

WBT

CHARLOTTE, NORTH CAROLINA

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES

COLE

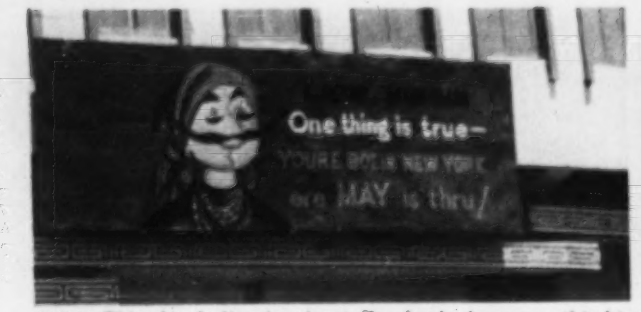
the *Plus* of personalities

AGRESTA LEE BEAN MAYES NEWCOMB CURRY PATTERSON WARD AUSTIN McLEAN STAMPER

WBT radio personalities have a total of 203 years experience in radio; 128 years on WBT. Their smooth, professional performance creates the kind of reaction you want - - among the people you want.

WBT *adds up!*

POWER + PERSONALITIES + PUBLIC SERVICE + CREATIVITY + ADULT ACCEPTANCE



LION?—*This Air India sign is at Bombay's famous Kemp's Corner. The airline adopted the practice of crossing out a word and substituting another after this happened to one of its previous signs (without its permission), with the result that it attracted a lot of attention.*

Rates Are Low, Rivalry Intense in India's Outdoor Industry: Nicholson

Taxes Hit Field Hard; Climate Makes Use of Posted Sheets Impossible

NEW YORK, Aug. 2—Outdoor advertising in India would seem to have a limitless future, what with a population of 450,000,000 and a high birth rate.

S. K. Nicholson of the Selvel Syndicate, leading outdoor contractor in India, agrees that the *prospects* are bright, but he told ADVERTISING AGE this week that the problems also are great.

Mr. Nicholson spoke at the International Congress of Outdoor Advertising in Toronto last month (AA, July 18) and then came south for a quick tour of the U. S. before returning home.

He gave this capsule picture of the outdoor business in India:

- Annual expenditures in outdoor are about $1,500,000, compared with the $20,000,000 spent in newspapers and magazines.
- Only about half of this business goes through agencies, and the agencies are not too sympathetic toward outdoor.
- The standard poster size is 20'x10'; the cost to the advertiser is $50 to $60 per month per board in the big cities. In small towns, the cost comes down to $350 a year.
- Selvel, founded in 1944, controls about 1,000 sites throughout the country. It is one of two national contractors.
- Outdoor in India is virtually all painted boards, Mr. Nicholson reported. Poster sheets are not used, because of the climate and because no advertiser is a big enough outdoor user to make sheets economical.

The Indian government is one of the biggest users of the medium, promoting hand-loomed fabrics, the five-year plan and national savings certificates. Airlines also are big outdoor advertisers.

In Bombay, where Selvel is headquartered, local taxes on outdoor advertising constitute a heavy burden. Mr. Nicholson said the tax bite runs to $4 per 100 sq. ft. (and three times this amount for illuminated boards) *plus* 30% of the rental value.

Mr. Nicholson depicted the Indian outdoor industry as the hero in a struggle to beautify Bombay by lighting up the city at night with neon signs. He conceded that not everyone in Bombay shares this point of view. #

SWINGLES. CUSTOM MADE ONLY $68 U.S. only
the JINGLE MILL
*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.
SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.
Put this record to work for you. Write, wire or call.
THE JINGLE MILL

United Seeks to Buy Debt-Ridden Capital

United Air Lines has arranged to purchase debt-ridden Capital Airlines, if approval is obtained from stockholders of both companies and the Civil Aeronautics Board. The deal was announced jointly by W. A. Patterson, United president, and T. D. Neelands Jr., Capital chairman.

United is the fourth largest U. S. airline and Capital ranks fifth. United's routes extend from coast to coast, while Capital flies east of the Mississippi. United serves 82 cities and Capital 60.

While termed a merger, the sales agreement amounts to Capital being swallowed up by United. The deal was engineered with the knowledge and consent of Vickers-Armstrongs Ltd., which had been threatening to foreclose on a mortgage it held on Capital as the result of unpaid airplane bills.

Lithographers Assn. Protests Cuba's Low Duty

The Lithographers & Printers National Assn. has protested against continuance of the tariff policy which gives Cuba a duty preference on all shipments to the U. S.

Oscar Whiteside, executive director of the association, speaking before the committee for reciprocity information, objected to the low tariffs on labels and wraps for cigar boxes. "Compared with oil and sugar," he said, "the lithographic industry is small business, but it is sharing in its smaller way in the adversity which has followed the Castro regime's seizure of control of Cuba."

'Tone' Raises Rates

Tone, monthly supplement for weekly Negro newspapers, has raised its rates based on new circulation figures. The supplement, now distributed with 39 newspapers, has raised its one-time b&w page rate from $425 to $950, effective Sept. 1.

Sunday Joins Cole Agency

William Sunday, former advertising manager of Cubic Corp., San Diego, has joined the San Francisco staff of L. C. Cole & Co. as an account executive and copywriter on electronics accounts.

SWOOP—*This unusual-looking structure houses ads on three sides, a milk bar on the ground floor, and a projector that shows documentary movies on a screen located on the fourth side. Below the Swoop insecticide board can be seen a panel explaining the metric system, which India recently adopted.*

LONG ONE—*Philips, the Dutch electronics giant, is a major user of outdoor in India, this 300' sign at a hockey field being one of its more spectacular efforts.*

RIVALRY—*Burmah-Shell became a thorn in Selvel's side when it put up this huge board at one of its stations, effectively hiding Selvel's Air France ad. Trees were put directly in front of outdoor sites.*

TWIN PURPOSE—*This spectacular bridges Bombay's Marine Dr. It has been used for four years by Mobil, which sometimes relinquishes its space for worthy causes.*

Ad Clinic #17

(a transparent device to get you to read this Sheraton ad)

by Wes Port

Make your claims believable

HOTEL RESERVATIONS IN 4 SECONDS

SHERATON HOTELS

Here's a headline that just goes too far.

Wouldn't "4 minutes" be a little more accurate?

No, sir, "4 seconds" is correct. Sheraton's *RESERVATRON* machine confirms your room anywhere — electronically — in a flash. All you do is phone the nearest Sheraton Hotel or reservation office. To show us how well this ad pulls, we'd like you to send for free, 104-page booklet on Sheraton's 54 hotels. Write: **Sheraton Corp., Ad Age Ad #17, 470 Atlantic Ave., Boston, Massachusetts.**

Felix Produces Commercials

Felix the Cat Creations, New York, producer of "Felix the Cat" animated tv films, has set up the Commercial Film Cartoon Division to produce television cartoon commercials and animated industrial films. The new division will function as a separate entity, with its own directors and producers.

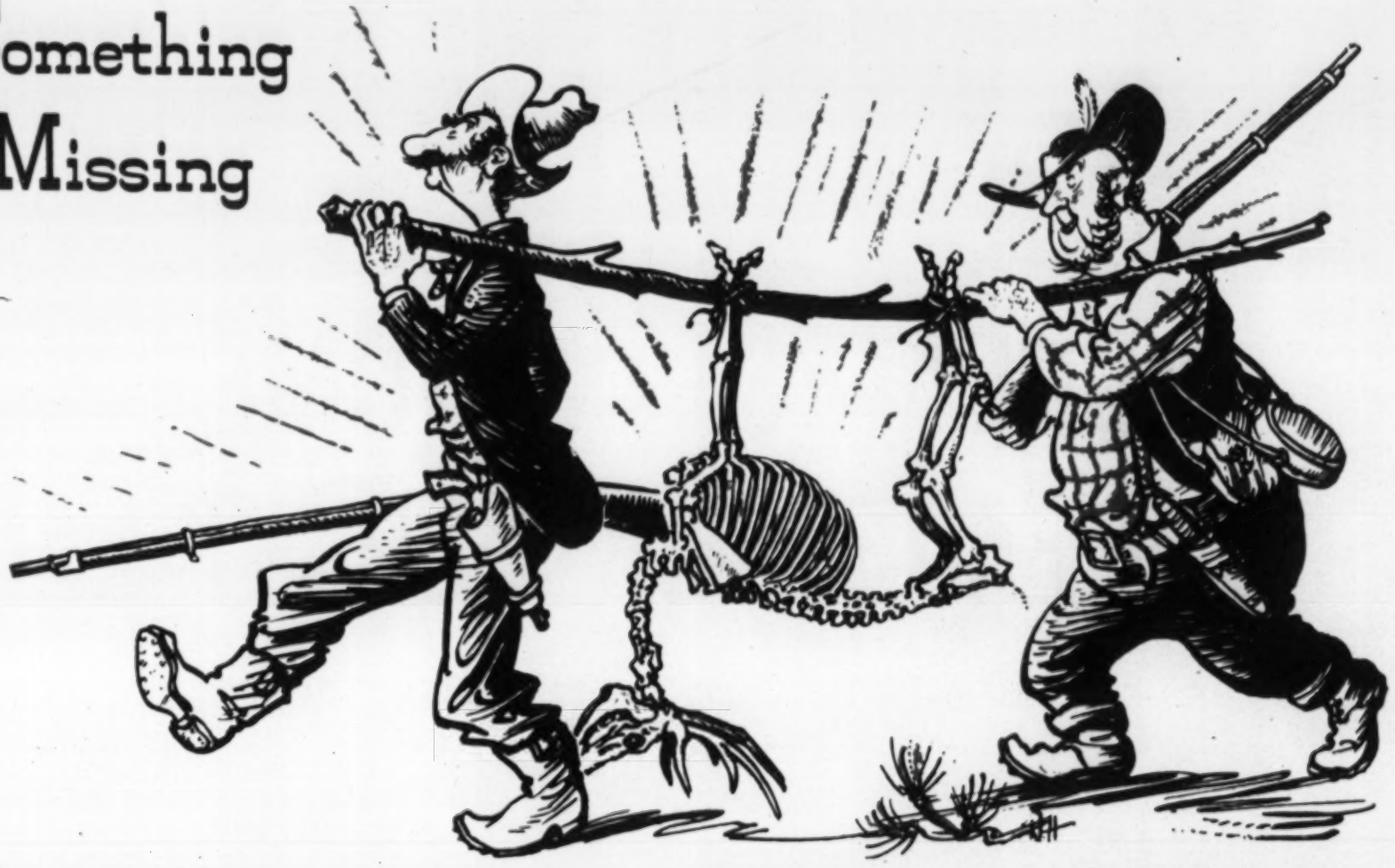
Two Appoint Broadcast Time

Broadcast Time Sales, New York, has been named national representative for two Booth Broadcasting Co. radio stations. They are WTOD, Toledo, O., formerly handled by Weed Radio Corp., and WTRX, Flint, Mich., previously represented by Adam Young Inc.

Salit Rejoins Serwer

Murray H. Salit, formerly an account executive with Gilbert Advertising, has rejoined Irving Serwer Advertising, New York, after an eight year absence, as vp and account executive.

Something Missing



...like California without the Billion-Dollar Valley of the Bees

- **Actually, total effective buying income of more than $3 billion**
- **Greater general merchandise sales than each of 20 states**
- **Not covered by San Francisco and Los Angeles newspapers**

California is more *inland* than coastland — and inland it's richer. Here live more people than in each of 18 states.

Don't let your selling stop at the Coast Range. Include the great inland Valley and its billions of dollars in your sales effort. Remember also you simply can't cover this market with coastside newspapers. It takes the Bees to get home to Valley people.

Data source: Sales Management's 1959 copyrighted survey

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

McClatchy gives national advertisers three types of discounts . . . **bulk, frequency** and a combined **bulk-frequency.** Check O'Mara & Ormsbee for details.

GREATEST CUSTOMER READERSHIP PER DOLLAR

Emery Air Freight Corporation asked its customers and prospects what publications they read regularly. Business Week had the lowest cost per mention of all general, general-business, and news publications. No one can tell you more about the reading habits of your customers than your customers themselves.

That's why, in 1958, Emery Air Freight Corporation, the world's largest air freight service, mailed questionnaires to 5,000 of its customers and prospects to determine their reading preferences. The principal question was:

"What publications of all types do you read regularly?"

1,023 (20.5%) completed questionnaires were returned. Their replies are tabulated on the right. Business Week's cost per mention was the lowest among all general, general-business, and news publications—another indication that Business Week is the most efficient medium for reaching the men who make the decisions in business.

• A McGraw-Hill Magazine

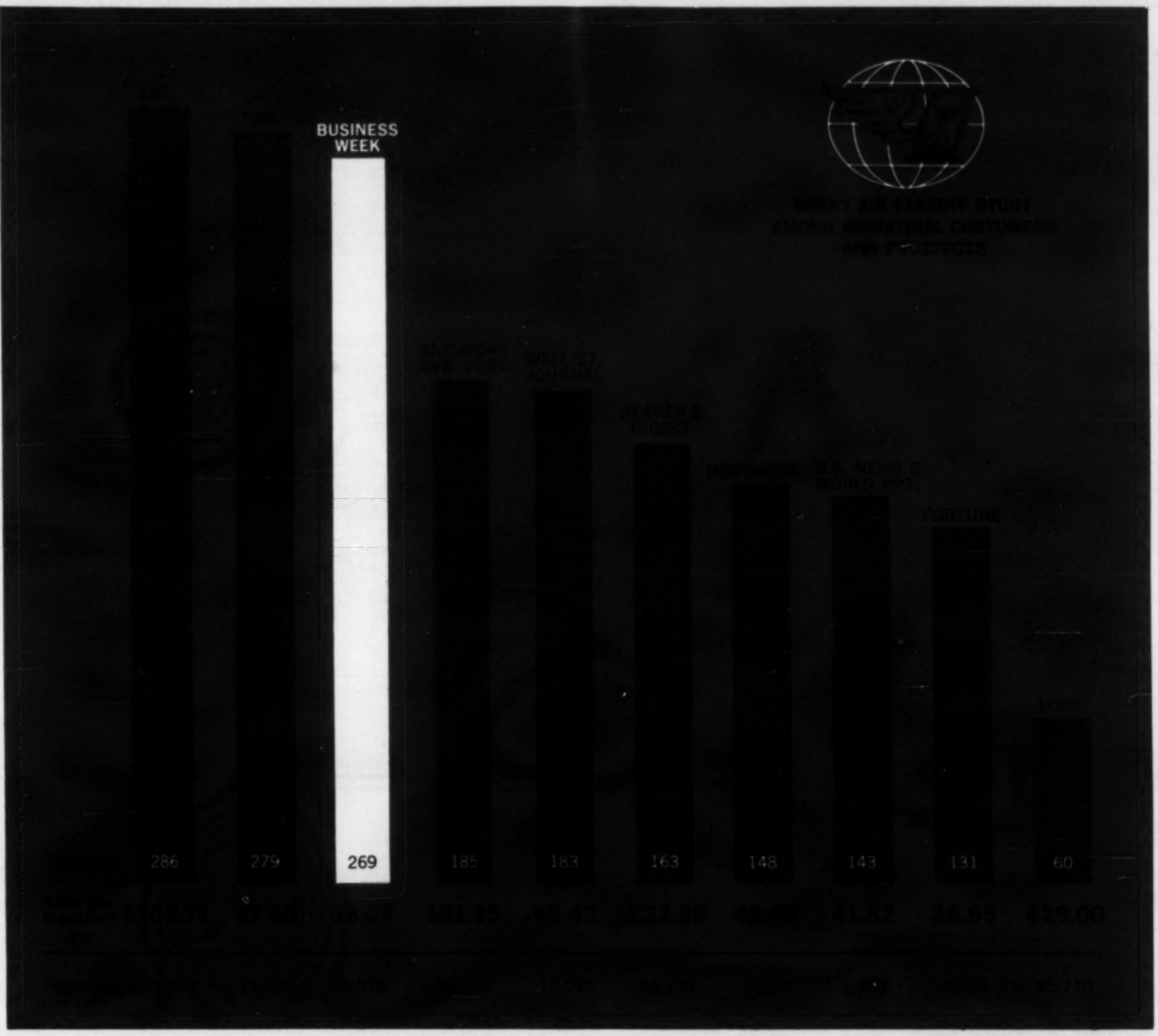
BUSINESS WEEK

You advertise in Business Week when you want to influence management men

The Emery Air Freight Corporation was just one of 30 organizations that conducted readership studies, in cooperation with Business Week, in the past five years. The 30 studies, summarized at right, covered 149,000 vital people in business and industry—advertisers' identified customers and prospects. (Details are available.)

Singly or together, these studies offer you an important indication of the reading habits of people who buy in business—your customers, your competitors' customers. Here, too, is evidence of the efficiency with which advertising can talk to them—of how you can secure *maximum management readership at minimum advertising cost:*

. . . in the pages of Business Week.



The Ten Most Frequently Read General, General-Business & News Publications • Question: "What publications of all types do you read regularly?"

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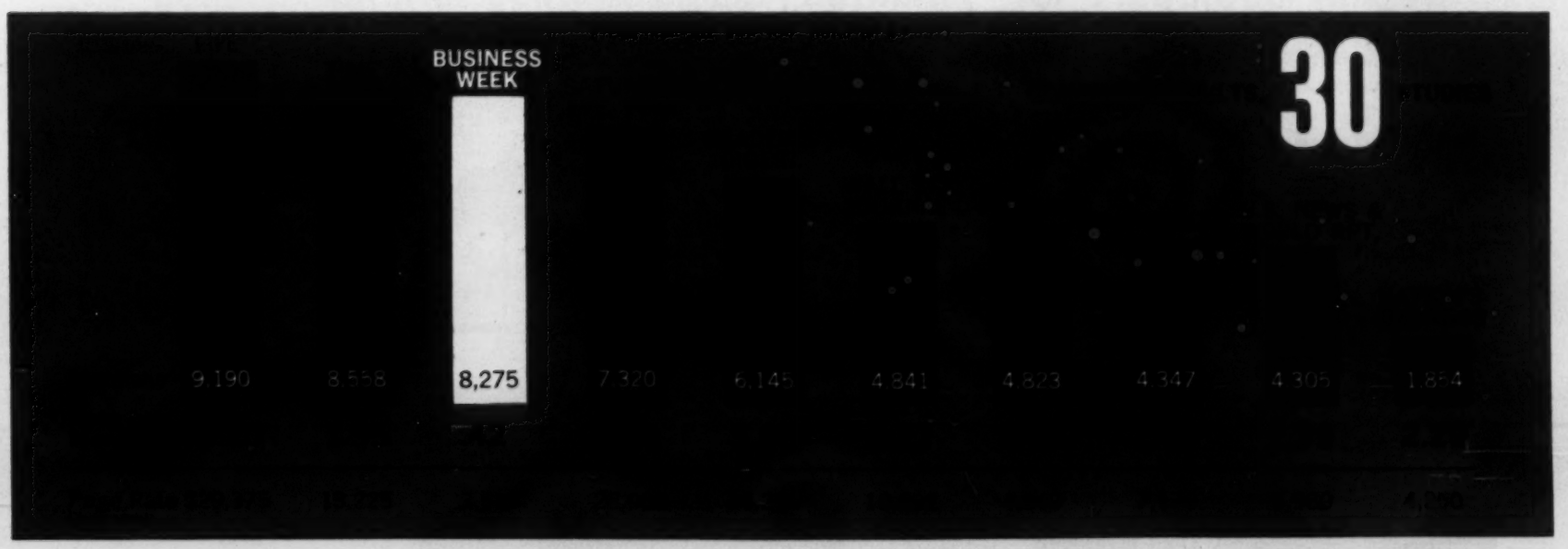
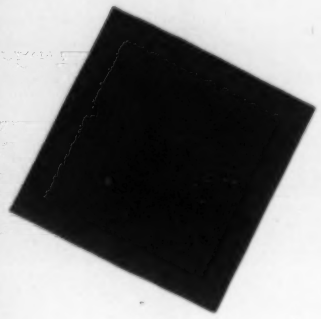


Meldrum & Fewsmith's award-winning Durkee's television commercials created & produced by

FRED A. NILES PRODUCTIONS, INC.
1058 W. Washington Blvd. • Chicago 7
In Hollywood: 5539 Sunset Blvd.



REFRESHING SCENE—*Twelve magna-faced Pacific Outdoor painted bulletins like this are rotating every 30 days in the Los Angeles area in American Tobacco Co.'s outdoor push for its dual-filter Tareyton.*

Dazzo to 'American Lumberman'

Jack R. Dazzo, formerly with *Mechanix Illustrated*, has joined the eastern sales staff of *American Lumberman & Building Products Merchandiser*, New York.

Harper-Atlantic Finds Subscribers Mirror U.S. Voting

NEW YORK, Aug. 3—Harper-Atlantic Sales last week released results of a survey of political activities of their subscribers, which showed the respondents were pretty good political analysts and that they had closely adhered to national voting trends.

Although the questionnaire went into the field before the West Virginia primary, the respondents correctly picked Sen. Kennedy and Vice-President Nixon as the nominees of the two parties (although Stevenson showed a proportion far beyond his actual convention strength).

In reporting their own voting, the respondents showed evidence of a national trend—although they had favored Republicans for President, they had voted Democratic in legislative and gubernatorial contests. Thus the respondents said 50.9% had voted Republican in the most recent Presidential election, but the GOP's percentage dropped rapidly thereafter—to 45.7% for senator, 48.2% for congressman, 44.9% for governor and 49.1% for state legislator. However, local politics were an exception—71.3% had voted Republican in a local or county election.

• When asked how they regarded themselves, most respondents thought they were "independent"—38.3%, vs. 30% Republican and 31.7% Democratic. Their spouses were less independent and more Republican—34.6% independent, 34.9% Republican and 30.5% Democratic. Their views can't be ascribed to parental fiat—only 23.5% considered their views and party loyalties to be the same as their parents'; 48.9% thought they were somewhat different, and 27.6% thought their views were "markedly different."

The respondents could lay claim to respectability—median income was $11,600; more than two-thirds had graduated from college, and 39.9% had a graduate degree. At the top income group, the GOP did better. Of those respondents describing themselves as Republican, 21% earned more than $25,000; 10% of the Democrats did as well, and 12% of the independents. #

Endicott Church to Tri-State

Endicott Church Furniture Inc., Winona Lake, Ind., has appointed Tri-State Advertising, Warsaw, Ind., to handle advertising for a new line of church, educational and social furniture. Initial advertising for the line, called Sunday-Best, will appear in the October issues of *Church Management, Protestant Church Buildings & Equipment* and *Your Church*.

Darling to Foltz-Wessinger

Darling Valve & Mfg. Co., Williamsport, Pa., has named Foltz-Wessinger, Lancaster, Pa., to handle advertising for its valves, hydrants and other products, effective Jan. 1.

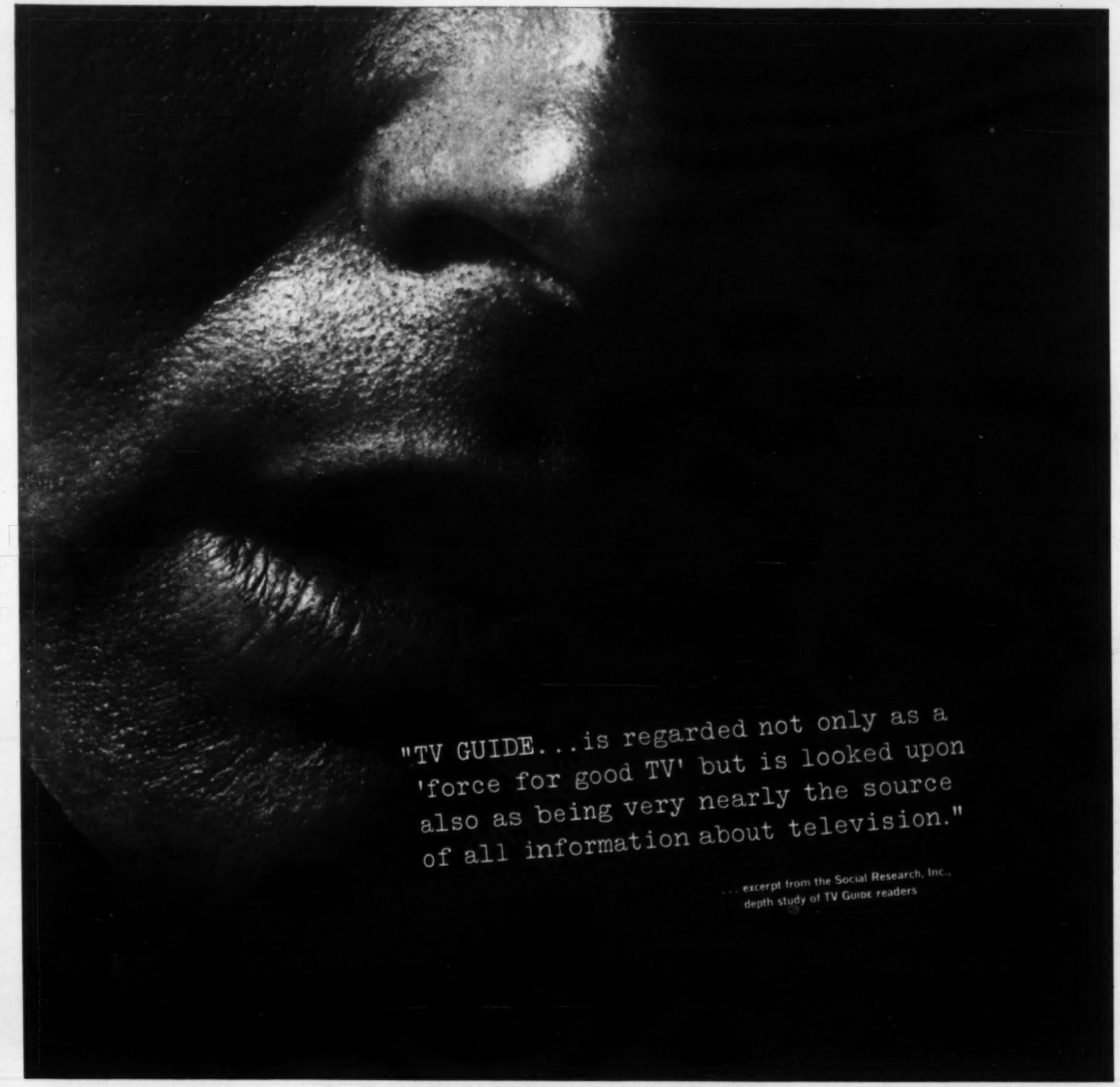
MOST BUFFALO WOMEN read the News as a guide to shopping . . . they told the interviewers in a recent comprehensive survey of newspaper readership and acceptance . . . and approximately two-thirds of these consult the News for all the things they buy both as the family purchaser and for themselves. In the case of women's shoes, 65% in Buffalo city and suburbs "look at the News first".

The NEWS brochure "NEWSpower" based on survey by Carl J. Nelson Research Inc., gives you the details on the buying habits of Buffalo area housewives. Write for your copy or ask your Kelly-Smith Man.

BUFFALO EVENING NEWS

KELLY-SMITH CO.—National Representatives

WESTERN NEW YORK'S GREAT NEWSPAPER


"TV GUIDE...is regarded not only as a 'force for good TV' but is looked upon also as being very nearly the source of all information about television."
... excerpt from the Social Research, Inc., depth study of TV Guide readers

TV Guide's editorial content spells "authority" for 7,250,000 families

The *tone* of a magazine—the voice with which it speaks to its readers — is something advertising people are normally forced to judge intuitively. Yet this is really too important for seat-of-the-pants measurement.

The study of TV Guide by Dr. Burleigh B. Gardner and his Social Research, Inc., staff explores the subject in some detail. Again and again, the 1012 TV Guide readers who were interviewed in depth emphasized the magazine's *authoritativeness* and *authenticity*.

Readers assign many qualities to the *total content* of the magazine. The comprehensive, accurate program listings which inform but withhold critical opinions. The continual reports of what's going on in TV—new programs, forecasts of programming trends, "inside information." The articles about television's responsibilities and obligations, which give readers a sense of participation in stimulating controversies. The relaxed, factual profiles of TV personalities—pleasant light reading. The behind-the-scenes stories of program production.

Readers recognize that virtually everything in TV Guide is objective, uncolored by presumptive standards of judgment. It is this quality which makes them look upon the magazine as the major source of authoritative information about TV, indispensable to constructive, worth-while TV viewing. It is this which has figured prominently in bringing TV Guide the largest circulation in weekly magazine history. And it is this which, spilling over to the advertisements in TV Guide, helps lend them prestige and believability.

For your copy of "TV Guide: A Study in Depth," which details this important survey's findings, call your local TV Guide office or write TV Guide, National Advertising Department, Radnor, Pa.

Best-selling weekly magazine in America...circulation guarantee 7,250,000

TV GUIDE

Now more than ever our phrase

Selling at the Point of Impression

carries new emphasis.

Powderless Etching of *copper* originals with our exclusive equipment and advanced method adds fresh brilliance and sharpness to color process and monochrome reproductions. And we do mean in the *publication* printing where it counts.

HUTCHINGS & MELVILLE, INC. *Photoengravers*
4043 North Ravenswood Avenue, Chicago 13, Illinois

Equipped with COLOR SPLITTER, KLIMSCH CAMERA, 4 COLOR 604 PRESSES

Lightburn Grauer

MONITORING—*James B. Lightburn, vp of Purolator Products, Rahway, N. J., gets a lesson in broadcasting from Ben Grauer, of NBC Radio's "Monitor." Purolator, maker of automotive filters, is running 13 commercials on the network show each weekend, stressing the need to change oil and air filters before vacation time. Purolator's agency is J. Walter Thompson Co.*

"I always look forward to a few hours with Ad Requirements"

says **E. A. MICHALS**
Advertising & Sales Promotion Manager
Armour Industrial Chemical Company

"The reproduction qualities of Armour Chemical's advertising and sales promotion pieces are ultimately my responsibility."

"Therefore, anything I can do to refresh my mind, or learn something new, about the graphic arts helps me transmit suggestions to the people with whom I work."

Mr. Michals and Armour Industrial Chemical Company (a division of Armour and Company, Chicago) are typical of the advertising-sales promotion professionals and important buyers of advertising products and services you reach in the pages of Advertising Requirements.

Marketer of several hundred industrial chemicals, Armour mails more than 50,000 pieces of promotional literature annually to the chemical, petroleum, plastics, mining, rubber, paper and other industries. In addition, booklets, folders, leaflets and house organs are distributed at trade shows and by the firm's sales force.

Armour Chemical's $100,000-plus promotion program includes a portion for audio-visual aids which currently consists of slide presentations for technical seminars (conducted for customers and prospects), flip charts and a motion picture on the application of the company's products to road building. A space advertising program also is conducted in about thirty trade and business publications.

Mr. Michals majored in advertising at the University of Illinois School of Journalism, and brought both production and writing experience with him when he joined the parent Armour company (in 1954) as advertising supervisor for several of its industrial divisions. Two years later, he progressed to advertising and sales promotion manager for the industrial chemical operation—the largest Armour nonfood division. Mr. Michals is the founder of the Chicago Chemical Advertising Group.

"I find Ad Requirements the only magazine containing a complete rundown on graphics from art to photography, typography and printing. That's why I always look forward to a few hours with AR—for its ads as well as its features."

ar
Advertising Requirements
Workbook of Advertising & Sales Promotion

PRINTING, PAPER & PLATEMAKING · DIRECT ADVERTISING · LAYOUT & TYPOGRAPHY · AUDIO & VISUAL AIDS · SHOWS & EXHIBITS · SIGNS & DISPLAYS · PACKAGING & LABELING · ART & PHOTOGRAPHY · PREMIUMS, PRIZES & SPECIALTIES

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

RCA Ads Back New Silverama Picture Tube

HARRISON, N. J., Aug. 2—A new advertising and sales promotion campaign has been launched for RCA's all-new premium Silverama tv picture tubes.

Harold S. Stamm, advertising and sales promotion manager of the RCA electron tube division, told authorized RCA tube distributors that the new Silverama campaign is an "all-in-one promotion, which represents the largest and most extensive sales building plan ever offered for television picture tubes."

The program includes outdoor posters, filmed tv commercials, recorded radio commercials, ad mats and direct mail.

In addition, the promotion will be backed by advertising in *TV Guide* and on "Bonanza" (NBC-TV). Trade ads announcing the new program are scheduled for *Radio & Television Weekly, Electronic Technician, Electronic Distributors, NEDA Journal, Jobber News* and *Electronics World*.

■ Four-color outdoor posters carry the message, "See it sharp and clear on an all-new RCA Silverama tv picture tube." A large imprint space is provided on both posters for the dealer's name, address and phone number.

Sales promotion materials include window streamers, postcards, miniature plastic billboards and a consumer pamphlet which explains picture tubes in plain language.

Al Paul Lefton Co. is the agency.

Ellis Adds Four Accounts

Four companies have named Ray Ellis Advertising, Chatham, N.J., as their agency: Ell-Bee Chemical Co., Hanover, N.J.; Vibra-Screw Fedders, Clifton, N.J.; General Industrial Chemical Corp., Hanover, and Troy Chemical Co., Newark.

Brown Names Chirurg

Brown Co., Boston, producer of forest products, has named Chirurg & Cairns, Boston, to handle its advertising. J. M. Mathes Inc., New York, is the former agency.

To members of the advertising profession: watch your mail for announcement of Metro's "Pearls of Wisdom" contest!

Sometimes you can't see the tree for the forest

Nielsen. Pulse. Politz. Nelson. Starch. It's often difficult to cut through the dense underbrush of statistics to make the proper media decisions. The woods are filled with claims, counter-claims, conflicting claims, more claims and still more claims. How, indeed, do you see the *tree* for the *forest*? Simple.

You look at the facts about the Metro Sunday Comics Network. Consider:

FACT: More people read Metro Sunday Comics than any other print medium – over 40,000,000. As always, section readership is terrific. (Ask for latest studies.)

FACT: Metro's regular families include more college graduates, more professionals, more adults, more teenagers, more kids than you can reach in any other medium. And you reach them *all at once* for the price of *one* insertion.

FACT: In the income brackets that count – over $4,000; over $7,000; over $10,000–Metro Sunday Newspaper Comics' families rank well *above* U.S. averages.

FACT: During the key "buying years"– 18 to 34 – readership of Sunday Newspaper Comics tops that of all other feature sections.

FACT: People who read Comics become involved in the situations; identify strongly with many of the characters – develop a strong sense of loyalty to the medium. The result: a strong sense of loyalty to the advertisers. (Ask us for the new studies on this.)

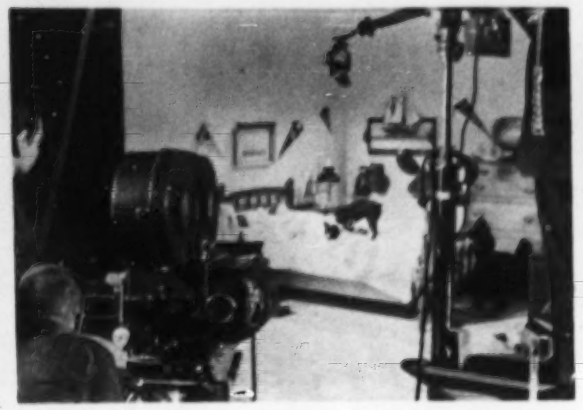
FACT: Metro Sunday Comics is the *growth* – if not the "glamour"– media buy today.

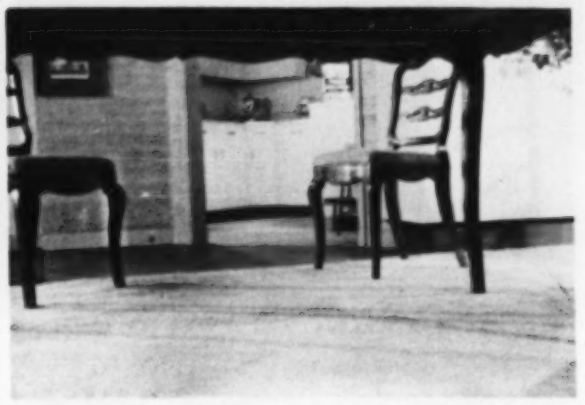
How about *you*? Have you heard the complete Metro Sunday Comics story lately? All you need is an open mind – and a telephone – to call MUrray Hill 9-8200 in New York City, or any branch office listed below.

METRO Sunday COMICS

METROPOLITAN SUNDAY NEWSPAPERS, INC.

Sales Offices: 260 Madison Avenue, New York 16, N. Y., MUrray Hill 9-8200 • **Chicago** 11, 1710 Tribune Tower • **Detroit** 2, New Center Building • **Los Angeles** 5, 3460 Wilshire Boulevard • **San Francisco** 4, 155 Montgomery Street





POINT OF VIEW—*TV commercial for Purina Dog Chow presents the world from a dog's eye view, thanks to special camera equipment and breakaway sets. In this sequence, the "star" plays with bed clothes, and then dashes under a dining room table to the kitchen, where the Dog Chow awaits. The commercials were produced in Hollywood by Filmways of California.*

Feature Your information film on TV over 200 showings at $12.50 per.

The Modern Home Digest carries 4-minute film segments from business for the TV homemaker audience. Now in its fourth year, the Digest has been used by savvy advertisers, including— P&G, Dow, Armour, DuPont, and many others.

Would this fit your marketing plan? Send for a free 4-page descriptive folder.

Modern Talking Picture Service, Inc.
3 East 54 Street, New York 22, N. Y.

offices in 30 major U. S. cities

Hixson & Jorgensen Adds 2 Accounts

Miss Pat & Co., Los Angeles sportswear fashion house, has has named Hixson & Jorgensen, Los Angeles as its agency. The company has showrooms in New York, Dallas, San Francisco and Los Angeles. Hixson & Jorgensen also has been named to handle advertising for Brooks Institute of Photography, Santa Barbara, which offers resident courses in photography and audio-photo training by mail.

ABC-TV, WPIX Carry Baseball

General Foods Corp., White Plains, N.Y., will sponsor the Little League World Series championship baseball game to be telecast from Williamsport, Pa., on ABC-TV Aug. 27. Five of the Little League's play-off games and eastern regional finals, starting Aug. 5 and running up to the World Series, will be telecast on WPIX, New York, with Drake Bakeries of New York as half-sponsor and the other half shared by Borden Foods Co. and Borden's Farm Products of New York. Young & Rubicam placed the order for General Foods, on behalf of Jell-O. The three orders on WPIX also were placed by Y&R.

Purina Dog Chow Spots Show World from Dog's Eye View, Thanks to Camera Tricks

ST. LOUIS, Aug. 2—A unique series of Purina Dog Chow tv commercials, which look at the product "from a dog's point of view," have been introduced on four ABC-TV programs—"Cheyenne," "Rifleman," "Leave It to Beaver," "High Road."

The "dog's eye view" commercials were created for the Ralston division of Ralston Purina, by Gardner Advertising Co.

The basic structure of Purina Dog Chow's earlier commercials revolved around simple, emotional situations with families and their dogs.

However, in laying the groundwork for the new ads, Dean Pennington, vp in charge of the tv and radio commercial department at Gardner, and account executive Ed Langan felt they needed an extension to Purina's successful tv formula.

■ "Dog food advertising today," Mr. Pennington said, "sells from the point of view of people. To keep our commercials and our image fresh, we decided to tell our story from the dog's point of view."

W. P. Hays, advertising director of the Ralston division and brand advertising manager Richard Vinyard liked the idea.

From sketch to storyboard to final filming, Gardner writer-producer Laney Lee, and visual director Trent Eberts worked on the project for a full year.

The biggest problem was in working out the visual technique. Produced in Hollywood by Filmways of California, these commercials required a specially modified camera which could be used close to the ground, and at the same time, mobile enough to jump hedges, run under furniture, etc.

Photographer Hal Mohr solved the problem with his idea for two large mirrors, mounted on a standard Mitchell camera, which lowered the camera lens to 8" from the ground.

The camera itself was moved on a boom through huge breakaway sets to achieve the full effect of a dog's eye view.

Tested by the Schwerin Research Corp., the completed commercials proved to be so effective that Gardner produced a special film, based on the creation of the dog's eye view, for presentation to Ralston division's sales organization. The film was shown at the annual Ralston Purina national sales meeting in Point Clear, Ala., prior to release of the commercials on television. #

Chicago Broadcasters Name Arthur Bagge President

Arthur W. Bagge, vp and midwestern radio sales manager of Peters, Griffin, Woodward, has been elected president of the Broadcast Advertising Club of Chicago.

Arthur W. Bagge

Other new officers include William Wyatt, A. C. Nielsen Co., exec vp; George Diefenderfer, National Broadcasting Co., treasurer, and Genevieve Lemper, Foote, Cone & Belding, secretary.

3 Name H-R Representatives

H-R Representatives, New York, has been appointed national representative for KOL, Seattle; KMO, Tacoma, and KRKO, Everett, Wash. KOL formerly was handled by Bolling Co., KMO by Avery-Knodel, and KRKO by W. S. Grant Co. The stations will be offered primarily as a group, but they can also be bought separately.

Ford Appoints Walter Murphy

Walter T. Murphy, program development manager on the advertising and pr staff of the Ford division of Ford Motor Co., Detroit, has been appointed public relations manager of the division. He succeeds Holmes M. Brown, who resigned to become director of communications of Martin Co., Baltimore aircraft company.

Circulation, Rates Boosted by 'Better Farming Methods'

Better Farming Methods, published by Watt Publishing Co., Mt. Morris, Ill., has increased its advertising rate, effective with the July, 1960, issue, to $925 per b&w page—a 48% boost over the previous rate. A new circulation of 50,000 has been announced also, representing an increase of 52%.

Cascade TV Boosts Two

Cascade Broadcasting Co., Yakima, Wash., has promoted Robert H. Dolph and Ben Shropshire. Mr. Dolph, former manager of KIMA, Yakima, is now manager of national and regional sales of the Cascade tv group. Mr. Shropshire, with Cascade seven years, has been appointed manager of KEPR-TV, Pasco, Richland, Kennewick, Wash.

Quaker Appoints Shaw-Hagues

Quaker Oats Co., Chicago, has named Shaw-Hagues, Chicago, to handle medical advertising of Mother's and Quaker Oats. Shaw-Hagues is a recently-formed pharmaceutical agency affiliated with John W. Shaw Advertising. Medical advertising for Quaker was formerly handled by L. G. Maison & Co.

Bennett Joins 'Flying'

J. Gordon Bennett, formerly with Skyways Publishing Co., has joined the eastern sales staff of *Flying*, New York.

ideas

that sell at the point of sale

√ CHECK items on which you want information and samples and write Chicago Show Printing Company, 2635 N. Kildare, Chicago 39.

☐ Permanent-type Displays—wood, glass, plastic, metal ☐ Molded Plastic and Animated Displays ☐ Complete Dealer Display Kits ☐ Cloth Banners ☐ Outdoor Displays—Stanzall® ☐ Cardboard Displays ☐ Econo Signs ☐ Mystik®—Self-Stik Displays ☐ Pennants ☐ General Lithographing Services ☐ Complete creative point-of-sale facilities from ideas to sales.

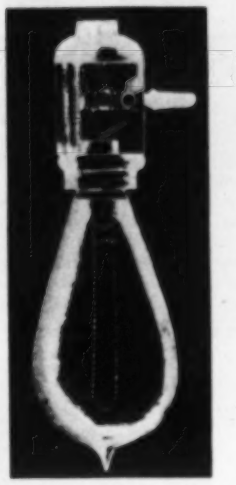
NEW LONDON
Perfect Clime For a Sales Climb

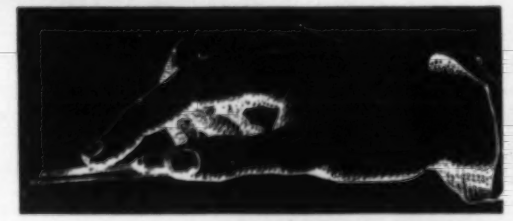
Here in New London, Effective Buying Income has climbed to $74,927,000, a 9% increase over 1959.*

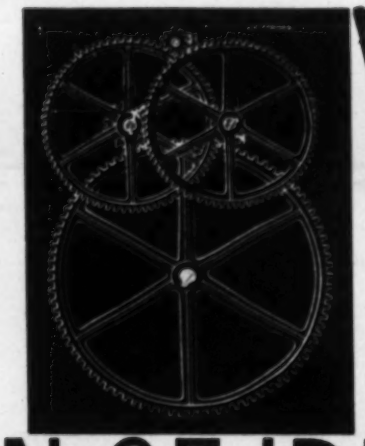
What better clime for boosting sales of your product? What easier way than through New London's only local daily, giving you 98% city zone coverage with just one buy?

*SM '60 Survey

The Day
NEW LONDON, CONNECTICUT
National Representatives:
JOHNSON, KENT, GAVIN & SINDING, INC.







THE TRANSPORTATION OF IDEAS

The choice of a medium of advertising is not unlike the choice of a method of travel. First you decide where you want to go . . . the markets you want to reach and sell. Then you select the media that will take you there . . . most directly, surely, at the price you can afford to pay. America's magazines are direct trunklines to specific audiences for the transportation of ideas. You can select your audience by sex, age group, special interest . . . count the number of readers in advance . . . and deliver your selling story against an editorial background that directly supports it. Individually, national magazines are selective of buying audiences. Together, they blanket the markets of America

ILLUSTRATOR: Phoebe Moore is a designer, illustrator, and painter who has won recognition for originality and charm in all three fields.

This is one of a series of advertisements, prepared in cooperation with well-known magazine artists and photographers, which express our appreciation of America's national magazines as media for the transportation of ideas . . . editorial and advertising . . . that shape the minds and markets of America. Our part is to maintain the level of magazine communication with the finest photoengravings . . . letterpress and gravure . . . that can be made.

COLLINS, MILLER & HUTCHINGS, INC.

America's finest photoengraving plant
for letterpress and gravure
333 West Lake Street, Chicago

Hartford Phonevision's New Brochure Tells How Wonderful (and Cheap) Pay TV Will Be

HARTFORD, Aug. 3—Hartford Phonevision Co., a subsidiary of RKO General, planning early introduction of the Zenith-RKO General pay-tv experiment on WHCT-TV, Channel 18, Hartford, has issued a 16-page brochure designed to answer pertinent questions.

The newly-published brochure defines subscription television as a method of bringing the theater box office into the home. "With subscription tv," it adds, "your tv set can bring you, for a moderate fee, great new motion pictures, Broadway plays and other top quality box office entertainment that you can now see only by going outside the home, in addition to the sponsored and public service programs you now enjoy."

The brochure says, moreover, that Hartford and WHCT-TV were chosen for this history-making subscription tv operation after months of careful study of many other cities throughout the country.

■ "It is our belief that the addition of subscription tv to WHCT's existing advertising-sponsored and public service program schedule will add a whole new world of entertainment and education to tv viewing in the Hartford area."

It notes, too, that "arrangements are now being considered by Hollywood's top studios for bringing to Hartford, via subscription tv, the best of new motion pictures—feature films of the caliber of 'Ben Hur,' 'Can-Can' and 'From the Terrace.'

"Broadway producers of musicals and serious dramatic offerings believe that subscription television can bring about a new era for theater lovers and currently are making plans to bring Broadway shows—productions of the quality of 'Sound of Music' and 'Andersonville Trial'—to Hartford subscribers.

"Grand opera and ballet companies, major symphony orchestras with leading soloists and conductors from the theaters, opera houses and concert halls of the U. S. and Europe can offer a variety and quality of musical entertainment not available now even to those with unlimited entertainment budgets in our largest cities.

■ "As this booklet goes to press, conferences are under way with the top creative minds in every facet of the entertainment world. The purpose is to set up a master programming plan for subscription tv in Hartford. It is contemplated that this group of America's most gifted entertainment figures will offer guidance during every phase of Hartford Phonevision's subscription plans and programming.

"Even those with a minimum budget for entertainment can afford subscription tv, since it would enable families of moderate means to enjoy more quality entertainment than is now feasible at high box office rates.

"Cost for the entire family to see a Class A motion picture feature will average no more than the cost of a single theater admission—90¢ to $1 at Hartford downtown movie theaters—offering real economy, especially to families with children.

■ "Prices of most subscription tv offerings will range somewhere between 75¢ and $1.50—some may cost as little as 25¢.

"For example, when a family with two children attends a downtown first-run movie theater in Hartford, total cost including transportation and parking is more than $4, not counting cost of theater refreshments and a snack after the show. With subscription tv, this family could enjoy as many as four movies at home for the cost of one evening out.

"For families with young children, the convenience and economy of subscription tv would be even greater. A young couple spends a least $5 (including baby sitter) for an evening at the movies in downtown Hartford. With

WTRF-TV STORY BOARD

The small planet, breaking out of its orbit, danced around the sun, then cut a few capers around the moon.

The mother planet, becoming aware of the upset conditions called sharply, "Junior, what out of this world are you doing?"

Breathlessly, the small planet raced toward her, "Look, Mom," he shouted, "No gravities!"

wtrf-tv Wheeling

Letter: I shall expect you at my office at 3 PM to explain why you are running around with my wife.

Reply: Dear Sir: Your form letter received and contents noted. I shall be glad to attend the gathering.

wtrf-tv Wheeling

Sales manager H. Needham Smith says: "In the new jet planes, you know you're moving faster than sound when the stewardess slaps your face before you can get a word out."

wtrf-tv Wheeling

A guy, growling about his bad luck, said that if they would saw a woman in half, he'd get the half that eats.

wtrf-tv Wheeling

WTRF-TV is the dominant force in the Upper Ohio River Valley TV Market. This receptive Wheeling audience is powerful; and alert advertisers know that WTRF-TV gets them, and gets them out to get their products in. Ask Hollingbery to tell you all about it.

wtrf-tv Wheeling

My old buddy gets pickled so often, we call him cucumber.

CHANNEL SEVEN • WHEELING, WEST VIRGINIA

Because the typical reader picks up

How the Digest gives your advertising nearly twice as many opportunities to make a sale

Interviews from a new nationwide study of 32,000 people show how the Digest gives a valuable bonus that television cannot offer... and that varies greatly among magazines.

If your advertisement is shown only once, it has only one chance to make a sale. But if it is shown twice, its chances to sell can *double*.

That's why, *when you advertise in Reader's Digest, you can almost double your opportunities to sell.*

The largest study of its kind ever made—conducted by Alfred Politz and co-sponsored by Saturday Evening Post and Reader's Digest—reveals that:

> Certain magazines show your sales message in one issue *more than once to the reader*. In these cases you can have the same effect as if you repeated the advertisement . . . *without paying for the repeat benefit.*

The table on the opposite page shows how this affects the value you can get from your advertising investment. For example, you will see that, per 1000 advertising "exposures"—

- the average nighttime network TV program costs you more than twice as much as the Digest
- the other 3 major magazines cost almost 50% more.

Why the difference?

When your message is on TV, obviously it can be seen only once by the viewer—unless you pay to broadcast it again. Magazines, however, *can* give you repeat showings. But they vary in their ability to do so; some are read at one sitting.

The typical Digest reader picks up and reads his copy *five* different times . . . and looks at your advertisement *more than once*. The pocket size of the Digest encourages this. Many people carry the Digest with them to enjoy frequent "reading breaks."

Are these readers good prospects for you?

As the table shows, people will look at your Digest advertisement 60 million times. But what *kind* of people are they? Good prospects for *your* product? Very probably. Interviews revealed that—

> Digest readers are *far above average* in income and education. They spend more on automobiles, appliances, clothing, insurance, leisure products and scores of other items, probably including those *you* advertise. The exact figures are available in the study report.

And here is a significant comparison:

The best-educated people pick up and read the Digest twice as often as the least-educated—and consequently *look at your advertisement twice as often.*

On the other hand, the more education people have, and the higher their incomes, *the less they look at television.* This is clearly shown in a recent study by the Market Research Corporation of America.

subscription tv, they could see a new, top-grade movie feature, uncut and without commercials, in the comfort of their own living rooms for $1 or less—a net saving of approximately $4.

■ "It is the intent of the management of WHCT, Channel 18, to continue to bring you the best of public service and entertainment programming, now and after we go on the air with subscription programs, if permission is granted by the Federal Communications Commission. While the application for permission to broadcast subscription programming for a few hours each day is being considered by the FCC, we will carry on with our normal commercial telecasting.

"When we go on the air with subscription programming, we will continue to devote the major share of our broadcasting day to sponsored and sustained non-subscription programs at no cost to the viewer." #

Anti-Corrosive Names Miller

M. Glen Miller, Chicago, has been named to handle advertising for Anti-Corrosive Metal Products Co., Castleton-on-Hudson, N.Y., fabricator of stainless steel and nylon fasteners for industrial application. Business publications and direct mail will be used.

Tele-Sound to Maxwell

Tele-Sound Inc., Philadelphia, pioneer in the tv, air conditioning and electronic equipment leasing field, has appointed Maxwell Associates, Philadelphia, to handle its advertising. Petrik & Stephenson, Philadelphia, is the former agency.

Pyrotronics Appoints

Pyrotronics, a division of Baker Industries, Newark, has appointed Williams & London, Newark, to handle advertising and public relations. The company manufactures Pyr-A-Larm, a fire detection and alarm system.

Idaho Broadcasters Name Mix

Gale Gub Mix II of KRPL, Moscow, Ida., has been elected president of the Idaho Broadcasters Assn. Other officers are: Duane Wolfe, KCID, Caldwell, vp, and George MacDonald, KAYT, Rupert, secretary-treasurer.

Metro Food Names Dresser

Harry A. Dresser has been named vp in charge of sales and advertising at Metropolitan Food Corp., Washington. For the past three years, Mr. Dresser has been farm products manager at American Cyanamid Co., New York.

John Ray Joins Graceman

John Ray, at Fuller & Smith & Ross for the past 10 years as account executive and group manager, has joined Graceman Advertising, Hartford, Conn., as creative account executive and administrative assistant to the president.

Greenburg Joins Lansdale

Dan Greenburg has joined Lansdale Co., Los Angeles, as associate director. Mr. Greenburg has been writing satire and doing illustrations for *Esquire*, New York, for the past three years.

Arrow Valve Names Ptak

Arrow Valve Corp., Phoenix, supplier of high precision jet atomizers, valves and filters, has appointed Ptak & Richter Advertising, Phoenix, to handle its advertising.

Copley Opens L. A. Office

Copley Press Inc., La Jolla, Cal., has opened general offices at 2411 W. Eighth St., Los Angeles. The newspaper group formerly maintained Los Angeles headquarters in Bel Air.

Donnelley Boosts Kelly

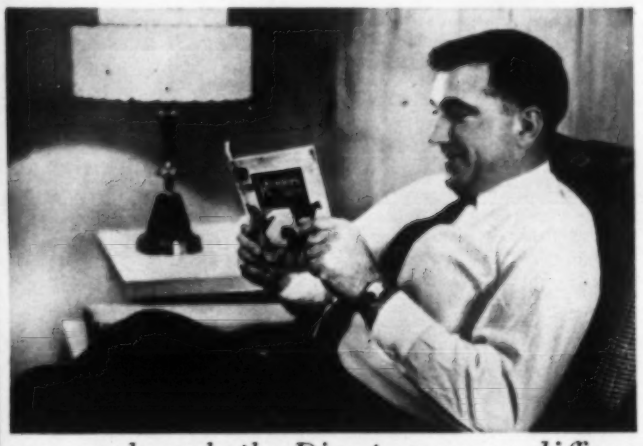
Reuben H. Donnelley Corp., New York, has named Michael J. Kelly as sales manager of its Manhattan account executives and multi-book operation. He formerly was a district sales manager.

Price Joins Holiday Inns

Lester Price, former vp at General Outdoor Advertising Co., has joined Holiday Inns of America as outdoor advertising consultant. Mr. Price retired in 1958 after 50 years at GOA.

Martin Names Muter, Culiner

Frank Martin Co. Ltd., Canadian agent for Proctor-Silex products, has named Muter, Culiner, Frankfurter & Gould, Toronto, as its agency.



and reads the Digest so many different times...

... your advertising can have almost twice as many chances to do its selling job

It suggests what the new Politz study documents—that Reader's Digest can deliver your company's message *more times* . . . to your *best prospects* . . . at the *lowest cost*. And your message will appear where advertising is limited to reliable products and reasonable claims. People believe what they read in the Digest—in its editorial and advertising columns alike.

How to get your copy of the study

By reading the 84-page book, *Advertising Exposure*, you will understand how Reader's Digest helps produce remarkable sales results for so many of America's most successful businesses. This study report is free to advertisers and advertising agencies, available to others for $5. For your copy, write or call Fred D. Thompson, Reader's Digest, 230 Park Ave., New York 17, N.Y.

Now see what you really pay to deliver your advertising 1000 times

	Exposures per Person to a Page or Commercial Minute	Total Exposures to a Page or Commercial Minute	Cost per 1000 Exposures
Reader's Digest	1.7	60,947,000	59¢
Sat. Eve. Post....	1.3	30,861,000	91¢
Look.....	1.1	30,702,000	84¢
Life	1.0	30,110,000	98¢
All 4 magazines combined.....	2.3	152,620,000	78¢
Average night-time network TV program....	1.0	17,419,000	$1.63

Magazine figures are based on new Politz study, *Advertising Page Exposure in Four Magazines;* costs are for a b & w page at the rate effective July 16, 1960. TV figures are Reader's Digest estimates.

People have faith in Reader's Digest

Largest magazine circulation in the U. S. Over 12,000,000 copies bought monthly

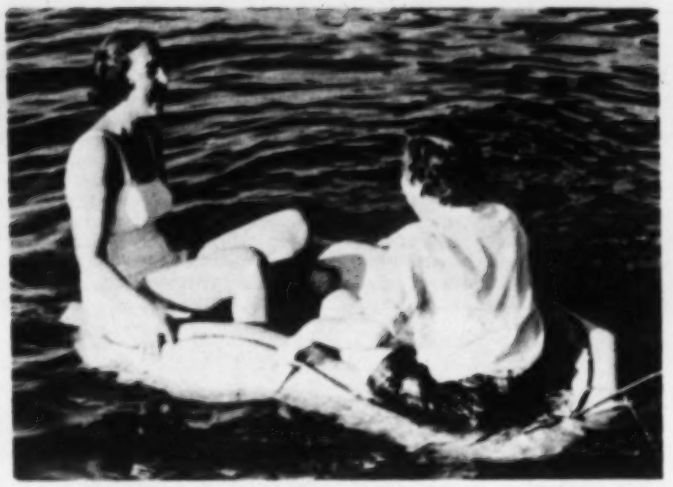
They Like Fun

Why does The Mirror lead New York's seven dailies in advertising of fishing boats and in hunting and fishing equipment? Because The Mirror has the class of the mass market. Its readers like fun - and can afford it.

Make The Mirror a MUST!

Dale Cramer Rasmussen Mossman Kehoe Lau Lau

HUCKSTER FINN—*Virginia Dale, Atkinson-Coker, receives the first annual Huckster Finn award from Phebe Mossman, Row-Peterson Co., at the Women's Advertising Club of Chicago's summer outing at Kelauwagee, summer home of Jessie Kehoe and Mildred Lau, of Kehoe & Lau. Runners-up—Charity Cramer, Home Arts Guild, and Joan Rasmussen, John W. Shaw Advertising—and hostesses, Jessie Kehoe and Mildred Lau, and Mrs. Lau's daughter, Barbara, applaud the winner.*



SAILING—*Pat Miller, Marshall Field & Co. (left), and Virginia Van Cleve, Chicago Printed String, try out one of the Finn & Sawyer fleet of "company yachts" which proved leaky.*

Frank Kennedy Swanson

SUNNING—*Among members of the Junior Women's Advertising Club of Chicago who shared in the fun (and sun) were Barbara Frank, Young & Rubicam; Jean Kennedy, who has her own agency, and Norinne Swanson, Nation's Schools.*

POINT—*Violet Sodergren, Aves, Shaw & Ring, scores a point at badminton.*

Ladies' Day . . .

Toujours Gai, Adwomen Play

LAKE GENEVA, WIS., Aug. 2—Members of the Women's Advertising Club of Chicago and their guests wound up the year's activities with Huckster Finn Day at the club's annual summer outing at Kelauwagee, Lake Geneva, Wis., July 23. Highlight of the outing was the presentation of the 1960 Huckster Finn Award to winner of a humorous ad contest, involving a mythical agency, Finn & Sawyer.

CONTESTANT—*Dene Ratermann, National Committee for Boys & Girls Club Work, registers for the Huckster Finn contest.*

Miller Fetter Royce Grabowski

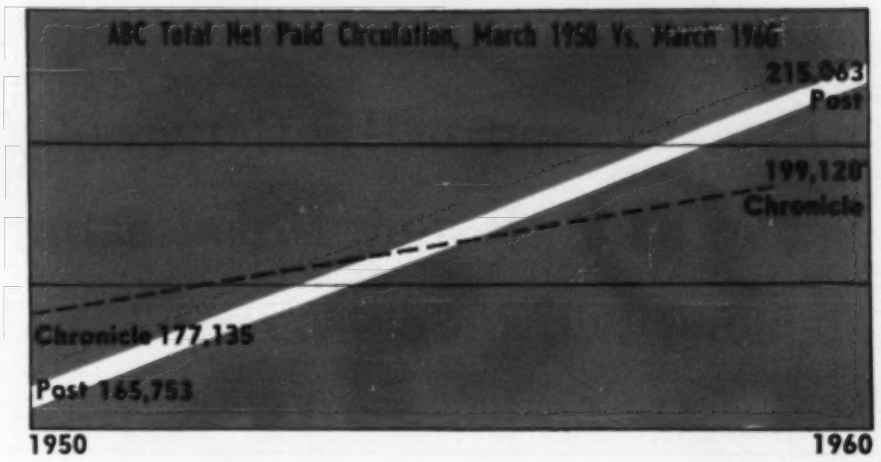
SIPPING—*Pat Miller serves refreshments to Kath Fetter, Fetter-Mayflower Storage & Moving; Clare Grabowski, Teletype Corp., and Virginia Royce, a guest.*

Olson Olson Martin Mueller Hinternhoff Reichel Murphy

Fletcher Ratermann Fetter Schoenfeld

LUNCHTIME—*At the table shown at left, Hazel Steen Olson, free lancer, and her husband, Benjamin, exchange lunchtime talk with Clymenia Martin, of United Air Lines; Florence Mueller, of the Chicago Sun-Times, and Fran Hinternhoff and Alice Reichel, guests. In the group at right, Leona Murphy, Stoetzel & Associates and new club president, discusses the upcoming Intercity Conference of Women's Advertising Clubs, to be held in Chicago Oct. 15 and 16, with Dene Ratermann, who is co-chairman of the intercity conference, Kath Fetter, Gretchen Schoenfeld, Resumes Inc., and Jean Fletcher, a guest. Chicago WAC also is planning an October theater benefit.*

A major circulation change has taken place in Houston!



In 1960 The Houston Post leads by 15,935 in total daily circulation

The people of Houston like The Houston Post!
The people of Houston prefer The Houston Post!
And, as an advertiser, you get this bonus of 15,935 daily circulation AT NO EXTRA COST

THE HOUSTON POST

Houston's largest newspaper in total daily and Sunday circulation

Represented nationally by Moloney, Regan & Schmitt

SALES

IN 53 TELEVISION

All across the country, BEST OF THE PO S
Wade Advertising, Inc. is placing Miles C al
KING-TV, and in Portland on KGW-T V
WLW-T for Crosley Broadcasting. In C ol
showing will be on WHIO-TV for the
Power Co. for Medford-Klamath Falls. I
First reports in the East indicate anot e
. . . and it's the same in market after m
Sold: New Haven-Hartford on WNHC-T V
on WFBG-TV. . . Sold: Lebanon on WL H
WGR-TV for Blue Cross via Comstock r
Mohawk Power Co. through BBD&O n
dozens of other television markets, lar e
OF THE POST will be "posting" sa e

INDEPENDENT TELEVISION CORPORATION, 4

BRAND NEW!

The "best" known stars of Broadway and Hollywood appear in works care-

fully selected by the Editors of *The Saturday Evening Post* from the pens of famed "POST" authors like MacKinlay Kantor . . . James Warner Bellah . . . Stephen Vincent Benet . . . Conrad Richter . . . Kay Boyle . . . as ITC adds the dimension of television to the stories that have been read and loved by millions of Americans—"BEST OF THE POST."

"...the outstanding promotion kit on BEST OF THE POST"*

"In my 14 years in television, it is one of the very finest I have ever seen. It is just about the most complete and most comprehensive kit that's ever crossed my desk.

"In it, you seem to have thought of just about everything to be of assistance in selling, advertising, promoting, publicizing and merchandising. And, there are items in it that I've never seen in another kit. Obviously, a lot of thought went into this superior job.

"Again, congratulations on this BEST OF THE POST kit. It has everything."

Sincerely,

Bob Martin

Robert T. Martin
Program Director—KPHO-TV

* *unsolicited testimonial*

"BEST O TH

S "POSTED"

MARKETS IN FIRST 9 DAYS!

ST has been "snapped up" in top market after market. For example, alifornia Co. on KRCA-TV in Los Angeles. Up in Seattle-Tacoma on V, the showing will be in vivid color. Color, too, in Cincinnati on olumbus on WLW-C, and in Atlanta on WLW-A. In Dayton, the GA Stores. In Detroit on WJBK-TV. Chalk up California Oregon Denver it's KLZ-TV; in Phoenix, KPHO-TV; El Paso, KTSM-TV... er sweep. Tampa-St. Petersburg: WTVT-TV... Orlando: WLOF-TV market. Sold: Philadelphia on WFIL-TV — Triangle Broadcasting. V... Sold: Binghamton on WNBF-TV... Sold: Altoona-Johnstown H-TV... Sold: Fresno on KFRE-TV... Sold: Buffalo on nd Company... Sold: Carthage-Watertown to Niagara n WCNY-TV... And in New York, the largest, and in e and small, all across America... On the air, BEST es for sponsors. Have you checked your market?

I T C

MADISON AVENUE, NEW YORK 22, NEW YORK • PLAZA 5-2100.

E POST"

No Ad Method Best 'Across the Board,' IARI Report Shows

PRINCETON, N. J., Aug. 2—There is no "best" advertising technique which will assure high readership scores in all industrial and trade publications, according to the Industrial Advertising Research Institute.

An interim report, "A Statistical Study of Copy Characteristics," by IARI notes also that "the analysis showed that those techniques used most successfully in b&w ads generally are not the same as those used most successfully in two-color ads."

More than 1,000-page ads were obtained for the study from *Factory, Machine Design, Product Engineering* and *Purchasing*, each classified according to 317 different characteristics and scores. Altogether 1,743,500 different facts about these ads were recorded on punched cards.

IARI states that "it became apparent that factors are so inter-related that, for example, size of illustration cannot be taken into account without also giving proper weight to content of illustration and to many other factors such as bleed, position, dominant theme and perhaps headline length.

- Some of the specific findings:
- Bleed ads were found to be of particular advantage in *Machine Design* and proved to be a plus factor in four of the six runs.
- Front of book location is most helpful in *Purchasing* and was advantageous in five of the six runs.
- Location of the main illustration proved to be of minor importance.
- While most popular usage favors square illustrations, the analysis showed shape to be unimportant.
- Photographs scored higher than wash or other types of drawings for ads in *Machine Design* and for b&w ads in *Purchasing*. #

WNTA Appoints Ted Steele

Ted Steele, veteran radio-tv performer-producer, has been named general manager of WNTA, Newark. Mr. Steele, who has been host of WNTA-TV's "Ted Steele Dance Party" Monday through Saturday, has tentative plans to continue to emcee the Saturday broadcast. Irving Lichtenstein, formerly general manager of WNTA, has been named to the new post of general executive in charge of special events, promotions and merchandising of National Telefilm Associates, tv film distributor and owner of WNTA and WNTA-TV.

Hydreco, Ingersoll to McLain

Hydreco division of the New York Air Brake Co., Kalamazoo, Mich., has appointed McLain & Associates Advertising, Kalamazoo, to handle its advertising. Humbert & Jones, New York, is the former agency of record. McLain has also been named to handle advertising for the Ingersoll-Kalamazoo division of Borg-Warner Corp., Kalamazoo. Headen, Horrell & Wentsel, Chicago, is the former agency of record.

Canadian Stations Join TvB

Television Bureau of Advertising, New York, has added CHAN-TV, Vancouver, and CFCF-TV, Montreal, to its roster, bringing its Canadian station membership to six. TvB also added Fordham University, New York, as its first associate member among colleges.

Horan to 'National Geographic'

Robert W. Horan, formerly of *Glamour* and the *St. Louis Post-Dispatch*, has joined the eastern advertising staff of *National Geographic Magazine*.

Levine Joins Patent Trader

Leonard R. Levine, formerly with the *County Citizen*, Spring Valley, N. Y., has joined Patent Trader newspapers, Mt. Kisco, N.Y., as retail advertising manager. The newspaper group includes the *Patent Trader* and *Scarsdale Inquirer*, both published in Westchester County.

'Dr. Hudson' Goes Daytime

MCA-TV, New York, has converted its half-hour series, "Dr. Hudson's Secret Journal," from a weekly nighttime show to an across-the-board daytime strip. The series of 78 shows is available for one-time or multiple showings. It already has been sold to five stations.

3 Buy 'Brothers Branagan'

CBS Films, New York, has sold "The Brothers Branagan" to three new sponsors. They are American Stores (Gray & Rogers) for six eastern markets, Standard Oil of Indiana (D'Arcy Advertising Co.) for nine midwestern markets, and Standard Oil of Texas (Shuford Advertising) for three Texas cities.

Huss, Coopercraft to Nichols

Huss & Schlieper, Decatur, Ill., manufacturer and distributor of grain elevator equipment, and Coopercraft Homes, Argenta, Ill., builder of precut, shell-erected homes, have appointed Nichols Advertising, Decatur, to handle their advertising. Neither company had a previous agency.

Two Join Million Market

William Almy III and Charles W. Bazemore have joined the New York sales staff of Million Market Newspapers Inc. Mr. Almy formerly was with the *Boston Globe*; Mr. Bazemore with Moore Business Forms, Philadelphia.

Amaturo Buys WIRE

Wire Broadcasting Co. has assumed ownership of WIRE, Indianapolis, Ind., formerly owned by the *Indianapolis Star & News*. Joseph C. Amaturo, president of Wire Broadcasting, also owns WFTL, Ft. Lauderdale, Fla., and is part owner of WESO, Southbridge, Mass.

Adams Joins KGMS

Felix Adams, exec vp in charge of sales for Radio Recorders, Hollywood, has resigned to become assistant general manager and national sales manager of KGMS, Sacramento. Previously he was with KLAC, Los Angeles, as general sales manager and a vp.

Pelican Makes Movies

Pelican Films, New York, producer of animated tv commercials, has entered the live action motion picture production field. Marc T. Statler, previously an executive producer for Elliot, Unger & Elliot, has been appointed vp in charge of motion picture production.

Farb to Far East

Louis H. Farb, formerly with the Long Island Press, New York, has joined Far East Publishing Co. as assistant to the publisher of the *Morning News* and the *Evening News*, Manila, Philippines.

Hutchings Named VP

Management Magazines Inc., Greenwich, Conn., has named William S. Hutchings a vp. Mr. Hutchings is western division manager for the company in Chicago.

Phillips to 'U. S. News'

Peyton Phillips, formerly with Blanchard-Nichols Associates, San Francisco, has joined the New York sales staff of *U. S. News & World Report*.

We're being watched in Plain City

Unless you have visited a Central Ohio farm recently, you may not recognize this picture. Today, thanks to paved roads, the Ohio State University College of Agriculture and WBNS-TV, it's difficult to tell a Central Ohio farmer from anybody else. Contrary to what you may have heard this election year, our corn was better than "knee high by the 4th of July."

WBNS-TV country boasts 400,000 farmers and yields everything from hybrid corn to maple sugar. Dairy, wheat and hog money buys the better standard of living characteristic of the land where we were born and raised. Although there's plenty of hard work to do, there's still time to watch the world unfold on WBNS-TV.

Mail from our farm neighbors is always read with relish. It shows them to be interested in far more than weather predictions and coverage of the Ohio State Fair. The political conventions, the Olympic games, President Eisenhower's trips abroad, special reports on the U-2 and Khrushchev produce thousands of letters of encouragement bearing rural postmarks. They also produce a brand of native loyalty that rubs off on advertisers.

Agriculture is a half billion dollar enterprise in Central Ohio. It represents a highly attractive bonus for marketers who want both town and country sales. Ask the professionals along Madison and Michigan Avenues. They agree: *"If you want to be seen in Central Ohio — WBNS-TV."*

WBNS-TV

CBS Television in Columbus, Ohio
Market center of 2,000,000 people

Affiliated with The Columbus Dispatch and WBNS Radio. Represented by Blair TV. 316 kw

Washington Apple Commission Boosts Budget to $1,000,000

YAKIMA, WASH., Aug. 3—The Washington State Apple Commission has approved a budget of slightly more than $1,000,000 for the 1960 marketing season, to open this fall. This is an increase of $110,000 from last year, as the result of expectation of a somewhat larger crop, forecast at 28,000 carloads.

Largest item in the budget—$550,000—covers merchandising, including an enlarged field service staff, display materials, banners, etc. Other main items: Consumer advertising, $300,000; food publicity, including school publicity and films, $50,000; research program, $50,000; Northwest Horticultural Council and other industry services, $35,000; general administration and collection of assessments from growers, $75,000.

• In the interest of greater efficiency, the commission, meeting here in late July, voted to close its Yakima branch office and to centralize all operations at Wenatchee, the commission's headquarters.

Cole & Weber, Seattle, is the agency. #

Barnes Chase Adds One

U. S. Automatic Merchandising Co., Compton, Cal., has named Barnes Chase Co., Los Angeles, as its agency. The company has launched a program in which it provides automatic vending machine operators with equipment at no cost, and distributes foods to be sold in them through local dairies. An extensive trade advertising program is planned.

Karey Appoints Rabin

Karey Products Corp., Plainview, N. Y., manufacturer of storm windows, doors and allied products, has named Jules Rabin Associates, Valley Stream, N. Y., as its agency.

Southwestern Names Henry

J. Pat Henry has been appointed to the new position of director of marketing of Southwestern Drug Corp., Dallas. He formerly was general sales manager.

Selling Television Sets?

Here's a preferred market—at a popular price: for less than 5¢ apiece, you reach 85,000 dentists (income and standard-of-living well above average) in a magazine they read devotedly. May we give you facts and figures?

Oral Hygiene

PITTSBURGH, PENNSYLVANIA

WHY FIGHT?

Let's Hatch Eggs!

Two papers are fighting for shares of the San Francisco morning newspaper audience and for shares of your media dollars. The stronger can deliver only part of this San Francisco audience.

Better to put your eggs in the evening basket where the News-Call Bulletin gives you total coverage of the entire rich evening newspaper reading audience. San Francisco has the *highest Effective Buying Income per capita in the nation . . . and the News-Call Bulletin reaches and sells 73% more people in San Francisco than the daily Chronicle and 34% more than the daily Examiner . . . And News-Call Bulletin rates are lower.

*Sales Management Survey of Buying Power—1960

Your San Francisco Advertising Gets

UNDIVIDED ATTENTION

IN THE

NEWS-CALL BULLETIN

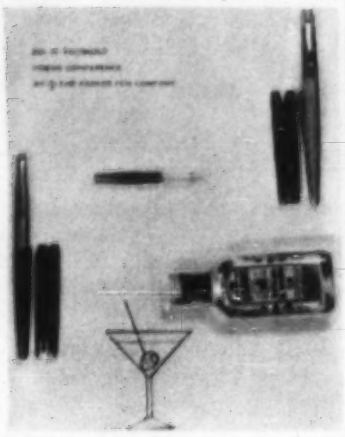
Key to the Golden Gate

San Francisco's ONE great Evening newspaper

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT

Merchandising Ideas

Do-It-Yourself Press Confab • Parker Pen Co., Janesville, Wis., invited editors to have a do-it-yourself press conference when it sent out announcements of new Parker and Eversharp cartridge fountain pens. The equipment for the private press confab came in a folder containing photos in one inside pocket and press releases in the other. On the cover of the stiff folder under plastic were



PRESS KIT—*These items, plus news releases and photos were included in a do-it-yourself press conference kit sent editors by Parker Pen Co.*

one Parker and one Eversharp pen in the new models, with cartridges for each; a separate filling accessory that could convert either pen into a conventional pen, and a 1/10th pint of gin. Also in a plastic "bubble" was a drawing of a filled martini glass.

Mailers Go to BMC Dealers • "Fast Relief," is the headline on a mailing piece supplied recently to 600 British Motor Corp. dealers in the U.S. Each dealer received this self-mailer in a Sales Pak produced by Arnold & Co., Denver. The "Fast Relief" mailer contained a capsule for the "symptoms of overhead headache; hypertension due to enlarged depreciation; excessive vehicular consumption, motion and parking congestion and frequency and size of pecuniary outgo." Inside the capsule was a sales pitch for the BMC's 850 model auto. Another in the series of mailings was a folder describing "the sweetest driving dollar you ever saved." A coin was affixed over a drawing of a purse. The Sales Pak, shipped monthly to BMC dealers by Arnold, deals with the entire line and includes radio, direct mail, publicity, newspaper mats and point of sale material.

Match Holders Match Products • Continental Match Co., New York, a new division of Lion Match Co., set up to offer a line of promotional specialities, reports many national advertisers are utilizing the promotional match hold-

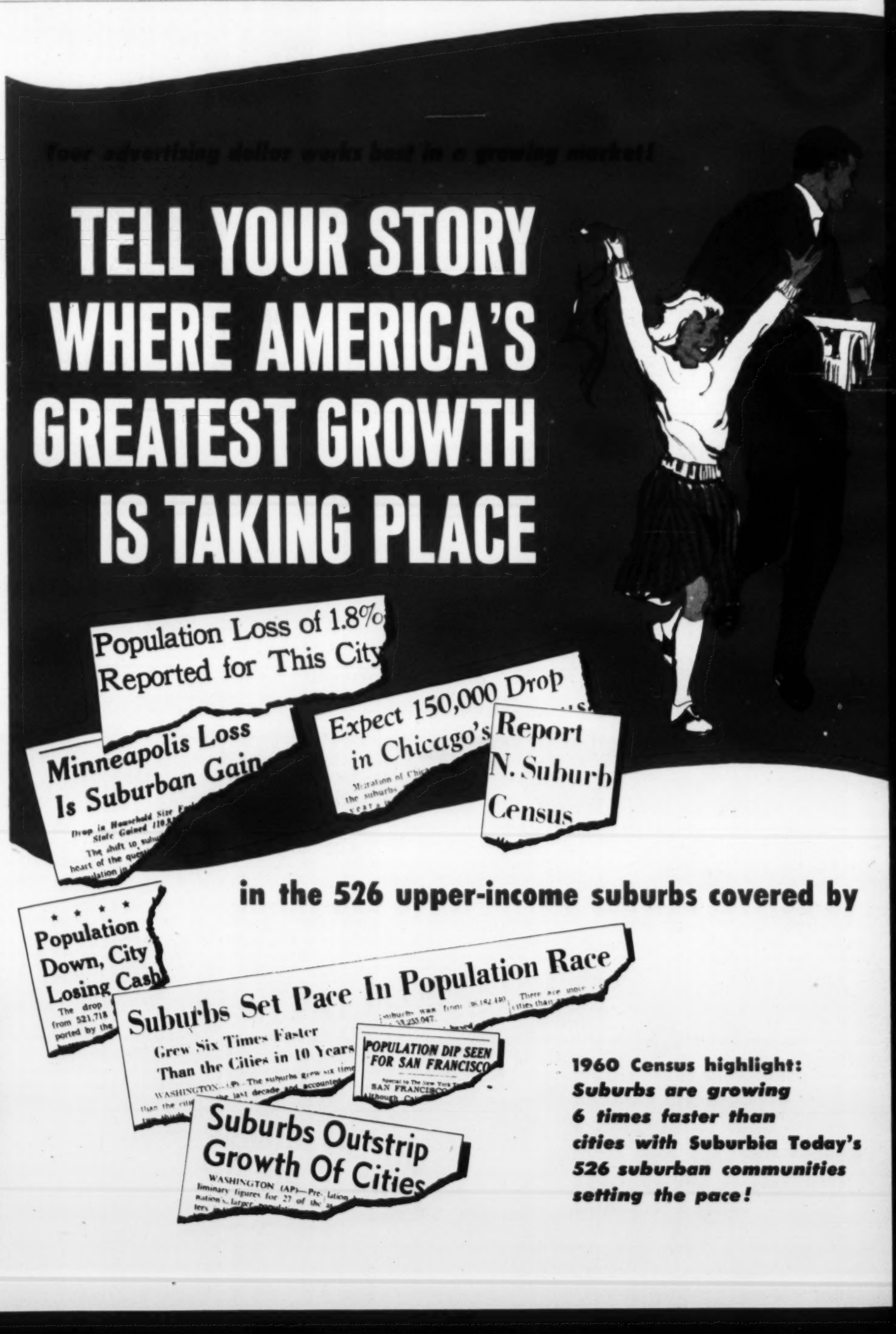
MATCHLESS—*Products such as Esso motor oil, Schering Meti-Derm and others above are being promoted via matches in holders resembling the product.*

heads.

Booklet Tells of Versatile Dryer • A 32-page booklet illustrating myriad clothes dryer applications has been printed by the Norge division of Borg-Warner Corp., Chicago, for promotional use. The booklet, "When Is a Dryer More Than a Dryer?" contains 18 photographs of normal and unusual dryer applications—from drying blue jeans and wash-and-wear garments to dogs, kittens, newspapers or a mink stole. The text was written by Mrs. Jessie Cartwright, Norge home service director, developed from ideas reported by users of Norge dryers.

For example, Mrs. S. writes about using her dryer, located in the kitchen, for cooling cakes or pies by turning on the cool air. A milliner who custom designs ladies' hats puts several in her dryer (no tumbling) for blocking. And in the Norge kitchen, when an unexpected VIP must be served a turkey dinner, instead of 24-hour defrosting, the turkey is placed in the dryer and is ready for the oven in three hours. Copies of the booklet, No. D-960, are available to appliance dealers from Norge distributors upon request.

Society Gives Omaha Map • Woodmen of the World Life Insurance Society is using a road


Your advertising dollar works best in a growing market!
TELL YOUR STORY WHERE AMERICA'S GREATEST GROWTH IS TAKING PLACE
Population Loss of 1.8% Reported for This City
Minneapolis Loss Is Suburban Gain
Expect 150,000 Drop in Chicago's
Report N. Suburb Census
Population Down, City Losing Cash
Suburbs Set Pace In Population Race
Grew Six Times Faster Than the Cities in 10 Years
POPULATION DIP SEEN FOR SAN FRANCISCO
Suburbs Outstrip Growth Of Cities
in the 526 upper-income suburbs covered by
1960 Census highlight: Suburbs are growing 6 times faster than cities with Suburbia Today's 526 suburban communities setting the pace!

map to better public relations. The society is distributing free to every convention delegate coming to Omaha, Woodmen's headquarters, a map of the city, "the most complete map of Omaha yet published," Woodmen says. More than 100,000 maps have been distributed in the past year. The map was put together under direction of H. L. Rosenblum, who was public relations director at the start of the project and now is director of advertising and publicity. Preparation was by Bozell & Jacobs, Woodmen's agency.

Mr. Rosenblum sends a sample copy of the map, with flier attached, to the secretary of every organization scheduled to hold a convention in Omaha. The flier advises that a map for every person attending the convention may be obtained free by writing Woodmen. The map itself, done in two colors, contains a street directory, 102 points of interest in the city, principal steakhouses, hotels, motels, banks, hospitals, parks and bridges, plus a 75-word story on the Woodmen society.

3-D Figures Tell Story

• Schering Corp., Bloomfield, N. J., recently completed a direct mail campaign to doctors consisting of a series of eight mailings incorporating a three-dimensional figure of one of the "eight immortals of China." The figures, made of Oriental brocade silk with hand-painted faces, were mailed in special envelopes with acetate windows so the physicians could see the figures even before the envelopes were opened. Each mailing carried a story of the real or legendary life of the "immortal" depicted and a brief history of one of Schering's ethical pharmaceutical products. Brownie Mfg. Co., New York, supplied and mounted the figures for the promotion. The company reports more than 1,000 unsolicited letters from doctors were received, sometimes requesting additional copies of the mailings and generally expressing enthusiasm about the figures.

VINTAGE MACKS—*Mack Trucks Inc., celebrating its 60th anniversary, is sending its customers and prospects a series of six fine-quality prints featuring Mack models dating back to 1900.*

Calling Card in Dimension

• Selling Aids Inc., Milwaukee, designed and produced its own dimensional calling card to call attention to its new address and enlarged quarters at 1422 N. Fourth St. The card, a small folder, opens to show a cutout of the new building.

CALLING CARD—*Selling Aids produced this dimensional calling card announcing its new address.*

Kit Pushes Drawer Sales

• Washington Steel Products, Tacoma, has designed a sales aid kit to make the selling of a

SALES AIDS—*Washington Steel Products is using these merchandising kits to make selling of its drawers easier for builders and real estate salesmen.*

Suburbia Today™

Yet it is not growth alone that enhances the value of the *Suburbia Today* market. *Quality* also plays an important part.

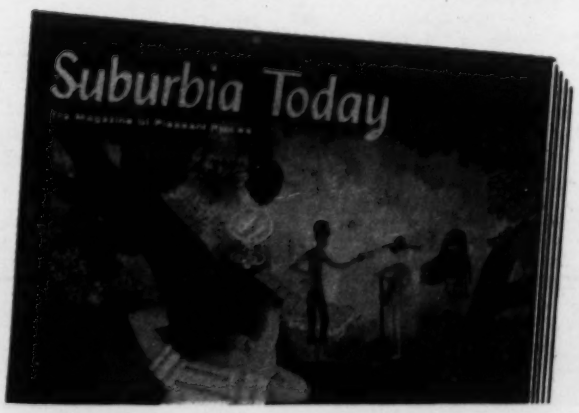
The families living in, and moving to, America's finest residential suburbs represent the country's upper-income level. With the shift to the suburbs creating new demands for appliances, lawn and garden equipment, transportation and countless other consumer items and services, *Suburbia Today* families can well afford the extras of quality living.

Consequently, they own more cars—live in more expensive homes—spend more for remodeling, maintenance, education and family entertainment than the average family elsewhere.

THESE QUALITY BUYERS ARE YOUR PRIME PROSPECTS. Reach them all—reach them often—in the one publication that's edited to and growing with the market... *Suburbia Today!*

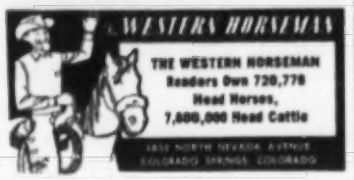
Leonard S. Davidow, Publisher
Patrick E. O'Rourke, Advertising Director
Ford King, National Advertising Manager
NEW YORK 22, N.Y.

CHICAGO 1.
CLEVELAND 15.
DETROIT 2.
LOS ANGELES 5.
SAN FRANCISCO 4.



Merchandising Ideas . . .

new drawer in kitchen cabinets easier for the builder and real estate salesmen. Washington's new polystyrene drawers are illustrated on counter cards for use on kitchen cabinet counter tops in home shows and home exhibits. Another form of the card is a soft sheet for hanging in the model home window or on the kitchen cabinets. The kits also contain small stuffers for the builder to send as invitations to their model home showings or as handouts, and ad mats, radio spots and other material. These kits may be obtained from Washington Steel Products, 1940 E. 11th St., Tacoma, Wash.



Shotgun Push for Piping

• Midwest Piping Co., St. Louis, used a double-barreled blast in promoting a new line of seamless type welding fittings for piping systems to its distributor organization. A packaged labeled, "Here's a double-barreled sales weapon from the Midwest" was mailed to every distributor and his key people. Inside was a toy double-barreled popgun carrying the promotion theme silk-screened on its stock. The package also contained copies of a new brochure announcing the line, copies of pages and spreads appearing in eight trade publications, a news release and a leaflet outlining the entire advertising and sales promotion program.

The promotion was handled by Batz-Hodgson-Neuwoehner, St. Louis, under direction of Robert C. Zeitinger, account executive.

Blotters Boost Weekly's Poll

• The *Philadelphia Jewish Exponent*, Anglo-Jewish weekly newspaper, is sending blotters to advertisers and agencies to promote a reader survey it made recently. Headline in the first of the series of blotter mailings: "Blot up facts about the readers of the *Jewish Exponent*." The blotter also contained statistics about female readers with charge accounts in Philadelphia area stores.

SALES WEAPON—*A toy popgun, plus a brochure, ad reproductions, news release, leaflet and other materials are included in a promotion package to Midwest Piping Co. distributors.*

TRUCKING is BIGGER BUSINESS in the EAST

and only EASTERN MOTOR TRUCK NEWS* provides a complete penetration of this RICH and GROWING MARKET.

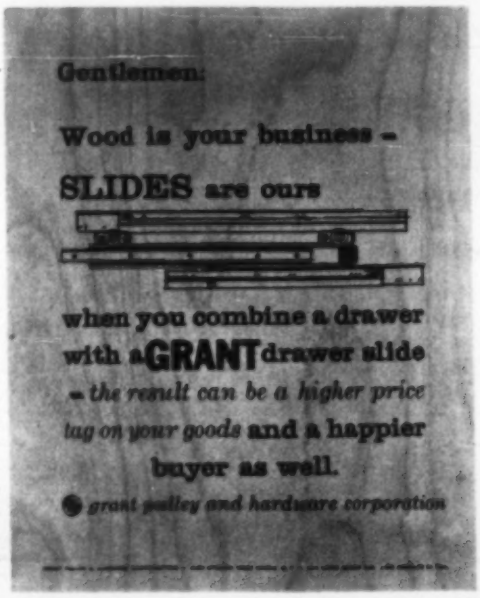
PLAN NOW to ADVERTISE in the BIG 1960 REFERENCE ISSUE coming Sept.,1960 Final closing Aug.22

It will carry invaluable trucking data on regulations, taxes, restrictions – needed and used every day by truckers. This 1960 REFERENCE ISSUE provides year-round exposure for your advertising.

*Now over 26,000 Paid Circulation

Consult your Advertising Agency or *Motor Truck News* 303 Park Avenue South New York 10, N.Y. OR 4-7340

HARD LETTER—*This piece of wood, 8"x10", was mailed to 1,000 furniture manufacturers by Grant Pulley & Hardware Corp., West Nyack, N.Y., as the final "letter" in a series of five letters sent out during an intensive one-week direct mail campaign for its drawer slides and hardware. Bernard Cooper Advertising, the company's agency, reports response was excellent.*


Gentlemen:
Wood is your business –
SLIDES are ours
when you combine a drawer with a GRANT drawer slide
– the result can be a higher price tag on your goods and a happier buyer as well.
grant pulley and hardware corporation

Miami Toll Road To Be Extended To Orlando

Central Floridians will be able to drive to Miami non-stop by midsummer of 1962.

That was the hope held out by Florida Turnpike Chmn. Thomas B. Manuel's announcement that financing arrangements for extending the bobtailed turnpike from Ft. Pierce to Orlando have now been worked out.

Gov. LeRoy Collins "approved the recommendation of the turnpike authority that the authority enter into an agreement with Shearson, Hammill & Co. of New York, nationally known underwriters and distributors of state and municipal revenue bonds, to purchase the bonds for the extension of the turnpike," Manuel said.

The governor's authorization removes the last remaining barrier to the extension of the road to Orlando.

COST OF THE extension is estimated at between $50 and $55 million, "depending upon the amount of reserves and contingencies required by the engineers and bankers to make bonds ready salable."

Shearson, Hammill agreed to purchase the bonds in 30 days after they are validated by the state supreme court and to post $100,000 with the authority as evidence of good faith, Manuel said.

Building Permits Over $7.8 Million For Month

The five-county Central Florida area issued building permits totaling $7,842,020 during the month. Real estate sales of $24,162,368 were reported for the same period.

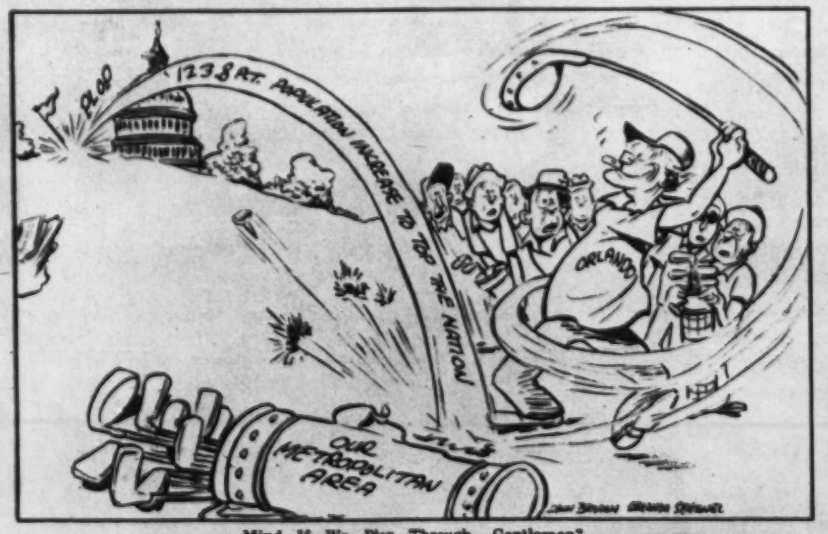
Orlando Air Travel Reaches New Peak

Orlando Sentinel

Vol. 76—No. 38 ☆ ☆ ☆ Orlando, Florida, Tuesday, June 21, 1960 10 Cts. 32 Pages

A Mighty 123.8 Pct. Climb In Only 10 Years

Orlando Growth Tops The U.S.



Mind If We Play Through, Gentlemen?

Census Puts Orlando At 317,412

WASHINGTON (UPI) The metropolitan growth of Orlando during the past decade—a 123.8 pct. increase to 317,412 persons—was the greatest of any city in the nation, the Census Bureau announced yesterday.

San Jose, Calif. was a close second with a 120.1 pct. increase.

The bureau said the number of persons living in the suburban satellites of the nation's cities jumped from a little over 36 million in 1950 to 53,255,047 in 1960, with the rise representing an increase of 47.2 pct. and accounting for a whopping share of the 26,407,392 population spurt for the nation as a whole.

Area Bank Deposits Hit $640 Million

By DAVE HOWELL
Staff Writer

Deposits in Central Florida banks and savings and loan associations totaled $640,731,823.12 at the end of May, according to the Central Florida Business Barometer published for the first time by the Greater Orlando Chamber of Commerce.

Other May totals for the five-county Central Florida area show bank clearings of $478,213,685.54; real estate sales of $24,162,368 and sales and use tax collections of $1,222,200.32.

Nancy Sasser

PRESENTS...

New Profits for Food Advertisers

"Finger-Tip" Recipe Cards as monthly inserts between 4-color food spreads

to a monthly circulation of more than 22 million

BEGINNING JANUARY 1961

FOR DETAILS: WRITE NANCY SASSER

329 East 65th Street, New York 21, N.Y., or phone TRafalgar 9-2169

EYE CATCHERS—*Here are 10 of the 26 product ingredient ads Corn Products Co. will use in its new business publication drive.*

Corn Products Pushes Ingredients to Users

Business Paper Drive Features Big Photos Showing End Products

NEW YORK, Aug. 2—Corn Products Co. has given its industrial advertising a "new look" this year.

A longtime user of business papers, Corn Products scrapped its old program in favor of a spectacular color campaign featuring larger-than-life photographs of the end products made by its customers.

H. Plimpton Jr., vp and general manager of the company's industrial division, described the 1960 campaign as "a new and stimulating program of advertising industrial products."

Twenty-six different products which make use of Corn Products ingredients were photographed. These photographs were developed into 28 different four-color inserts scheduled for 25 magazines covering nine fields: Bakery, brewing, canning, confectionery, food, foundry, ice cream, paper and textile.

■ The space budget will run to $100,000. Mr. Plimpton said the company has reduced the number of business papers on its schedule this year, but he added: "It is felt that this is more than offset by the quality and eye-catching appeal of the individual advertisements."

This is the first time Corn Products has used full color advertising in its industrial program. Most of the previous ads were b&w, with a few in two colors.

Lennen & Newell is the agency on the campaign, with Cal Schaefer serving as art director.

The photography itself was done by Irving Schild, who came to the U. S. from Belgium several years ago. Mr. Schild was an art director on the Corn Products account at C. L. Miller Co. When the Miller agency merged with L&N in 1958, he opened his own studio here. #

CYRIL F. MARTINEAU *has been named manager of Shell Oil Co.'s sales and advertising department, New York. Mr. Martineau, formerly manager of the company's Michigan marketing division, succeeds Donald C. Marschner, who has been named manager of consumer research.*

PR Register Published

The official membership roster of the Public Relations Society of America, New York, the "1960-'61 Public Relations Register," has been published, and is available to non-members at $35 a copy.

Dawson-Murray Publishes Detroit Area Media Guide

A booklet of information on all media outlets in the Detroit metropolitan area, newspaper, magazine and radio-tv, is being published by Dawson-Murray Associates, Dearborn advertising agency.

It is called "FYI" (for your information) and has 44 pages of data on editors, columnists, special writers, radio and tv station managers, promotional directors and news editors. Detroit editors and publication dates are given for national magazines with editorial offices or representatives in Detroit. The booklet is to be marketed to advertising agency and industrial public relations departments.

Princess to Bow in West

Newspaper r.o.p. color, comics sections, outdoor, radio, tv and *Sunset Magazine* will be used to introduce the new color telephone, The Princess, developed by Pacific Telephone & Telegraph Co. after five years of research. "It's little, it's lovely, it lights" will be the theme of the campaign to be conducted in all major markets of Nevada, California, Oregon and Washington through Batten, Barton, Durstine & Osborn, San Francisco.

ANSWER-AMERICA
Will Make Your *Client's* Advertising More Effective

Answer-America, a network with more than 250 telephone answering exchanges, with offices in the United States, Canada and Mexico, can offer your clients varied services *24 hours every day* . . . they can maintain branch offices, receive mail and orders, have phone service and listings in telephone directories. Mail can be addressed to any one of the Answer-American affiliates and will be sent to the general office for reply or forwarded on to established regional offices. Answer-America can also do special services, make telephone surveys, handle mail and telephone orders to tie in with local newspaper, radio and T.V. advertising. For complete information, write Answer-America.

ANSWER - AMERICA INC.

Executive Office
ANSWER-AMERICA, INC., 55 East Washington Street, Chicago, Ill.
RAndolph 6-2339
AFFILIATE ANSWER CANADA

U.S. CENSUS REVEALS:*
FORT WAYNE METROPOLITAN AREA
~~183,722~~
230,557
CITY OF FORT WAYNE NOW 160,907

Preliminary 1960 U.S. Census report reveals Fort Wayne and its Metropolitan Area as one of Indiana's fastest growing major markets.

Employment needed to man the many new businesses and industries moving into Allen County has boosted the population more than 20% in the short 10-year period. The City of Fort Wayne shows a similar 20% rise with a population increase of 27,300 over the 1950 figure of 133,607.

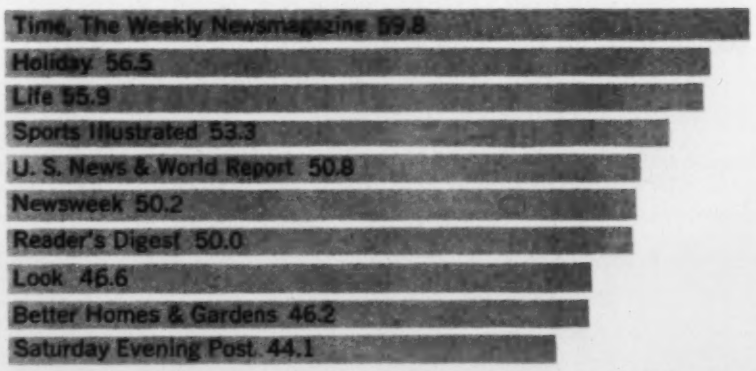
AREA POPULATION UP 46,835 SINCE 1950 REPORT

*Preliminary Report

WRITE FOR FREE GOLDEN ZONE MARKET BOOK
FORT WAYNE NEWSPAPERS, INC., Agent
INDIANA'S GOLDEN ZONE
The News-Sentinel • THE JOURNAL-GAZETTE
Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco

CONCENTRATION AND COVERAGE
WHERE LIFE INSURANCE IS SOLD

ORDINARY LIFE INSURANCE PREMIUMS
Circulation concentration in the most productive 100 counties



Source: The Spectator (County Patterns of Insurance Sales, 2nd Edition) and latest available publishers' reports — TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • Sports Illustrated (3/2/59) • U. S. News & World Report (3/28/58) • Reader's Digest (April 1959) • Newsweek (2/23/59) • Look (3/18/58) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59)

Just 100 of America's 3,070 counties account for more than half of all ordinary life insurance premiums. **In those top 100 counties, TIME concentrates more of its circulation than does any other magazine of a half million or more circulation.** TIME's big dividend to advertisers: concentration and coverage, where it counts.

THAT'S

TIME

The New York Times announces new medium in

The New York Times

to be published every weekday morning in Paris...air-delivered same day throughout Europe... bringing readers today's New York Times in Europe today

Beginning in ~~October~~ The New York Times will publish a daily International Edition in Paris at the same early morning hour its regular edition is being published in New York.

Swift morning air delivery will put the International Edition into the hands of readers in leading cities throughout Europe—leaders in European business, finance, industry and government—at about the same time U.S. readers are enjoying it—giving readers on both sides of the Atlantic today's New York Times today.

How this will be done

This feat of simultaneous publication on two continents is made possible by Teletypesetter electronic typesetting. This will be its first continuous operation across 3000 miles of ocean.

The New York Times world news report will be received and edited, as usual, in New York. But a separate international desk will edit this report to serve the special needs and desires of European readers.

The International Edition news report will then be sent by Teletypesetter and cable to Paris, where it will be set in type at the same time the news is being set in type for the New York edition.

an important

international advertising

INTERNATIONAL EDITION

How readers will profit

Today's New York Times in Europe today will give readers basically what they find in the New York edition:

- Firsthand reports-in-depth from New York Times correspondents in Washington and on the move all over the world, a world news report unequaled by any other publication in variety, clarity, perception and penetration;
- New York Times editorials and the commentaries of James Reston, Arthur Krock and C. L. Sulzberger, providing background, analysis and explanation of the American viewpoint on national and international affairs;
- Comprehensive, lively and illuminating reports from all over the world on sports, science, education, business, industry, military developments, finance, medicine, the stage, the movies, art, books, TV, radio–news about life everywhere as only The New York Times reports it;
- Complete daily New York and American stock exchange tables; bond, commodity, over-the-counter markets; mutual funds; money markets; dividend reports; analyses of business, finance, industry all over the world;
- The New York Times International Edition will be a 6-day morning newspaper with no Sunday edition. But throughout the week readers will find a selection of reading from the Sunday Times–ranging through the Magazine, Book Review, Resort and Travel pages, Drama and Music pages, the Review of the Week. The Review of the Week news summary will appear every Monday.

How advertisers will profit

Today's New York Times in Europe today will reach leaders in business, government, finance and industry throughout Europe–as well as resident and vacationing Americans. It will reach them with the same impact that makes The New York Times one of the strongest selling forces in the U.S. It will provide advertisers interested in the large and growing European markets with a unique, effective and low-cost medium.

Tedd Joseph, an expert in European advertising and marketing, formerly vice president of Foote, Cone & Belding, will be in Paris as director of marketing. He will be glad to discuss your European advertising and marketing with you. Just write us.

THE NEW YORK TIMES/INTERNATIONAL EDITION

229 West 43rd Street, New York 36, U.S.A. • 37 rue Caumartin, Paris 9, France

Baymer Sets New Rates

Baymer Publications, Los Angeles, has established a new discount rate policy on the use of multiple page inserts of four pages or more in *Western Material Handling* and its annual *Buyers' Guide for the West*, effective with the Oct., 1960, issue. The new rate policy establishes a discount of 25% from earned b&w ad rates on multiple page inserts of four pages or more that do not require back-up or tip-in.

ON AIR... PAGE... SCREEN

Your Script or Copy may carry the hazard of claims for LIBEL, SLANDER, INVASION of PRIVACY, VIOLATION OF COPYRIGHT, PIRACY, PLAGIARISM.

You CAN'T pull the words back, but you CAN have our Unique Excess Insurance to cushion the loss—adequately and inexpensively.

Details and rates — write

EMPLOYERS REINSURANCE CORPORATION

20 W. Tenth, Kansas City, Mo.
New York: 107 William St.
Chicago: 175 W. Jackson
San Francisco: 100 Bush St.

City-Wide Agency Opens Shop; Specializes in Legal Advertising

City-Wide Advertising Service, a company specializing in legal notice advertising, has been established at 50 Flatbush Ave., Brooklyn.

Fasson Names Appunn

George Appunn has been appointed advertising manager of Fasson Products, Painesville, O., manufacturer of self-adhesive papers, foils and films. He formerly was an account executive with Carr Liggett Advertising, Cleveland.

TIE-TIE—*This ad by Tie-Tie gift wrapping division of Chicago Printed String Co. will appear in November and December in Ladies' Home Journal and McCall's. Henri, Hurst & McDonald is the agency.*

Chicago Printed String's Tie-Tie Unit Sets Yule Push

CHICAGO, Aug. 2—The country's largest maker of decorative gift wraps and ties, Tie-Tie gift wrapping division of Chicago Printed String Co., has scheduled page bleed ads for the November issue of *Ladies' Home Journal*, and the December issue of *McCall's* and a color spread for the Nov. 26 issue of *The New Yorker*.

The ad is headed: "The nicest gifts are Tie-Tie wrapped," with red-flocked paper in the background—"Old World Elegance"—which has received the Society of Typographical Arts award for excellence in design in printing.

William Sarnoff, Chicago Printed String Co. advertising manager, notes that the Christmas ad program will be exposed to more than 38,000,000 readers during the months of November and December. Henri, Hurst & McDonald is the agency. #

Grigsby Joins Inland as Merchandising VP

David H. Grigsby has joined Inland Lithograph Co., Chicago, as vp for merchandising services for the company and its subsidiary, Inland Displays. He formerly was sales planning manager in the refrigeration department of Hotpoint Co., Chicago. He was also at one time advertising and sales promotion manager of Zenith Radio Corp., Chicago.

David Grigsby

At Inland Mr. Grigsby will work in the development of point of purchase materials in the appliance and radio-tv fields, as well as other consumer fields.

Carrier Boosts Skoglund

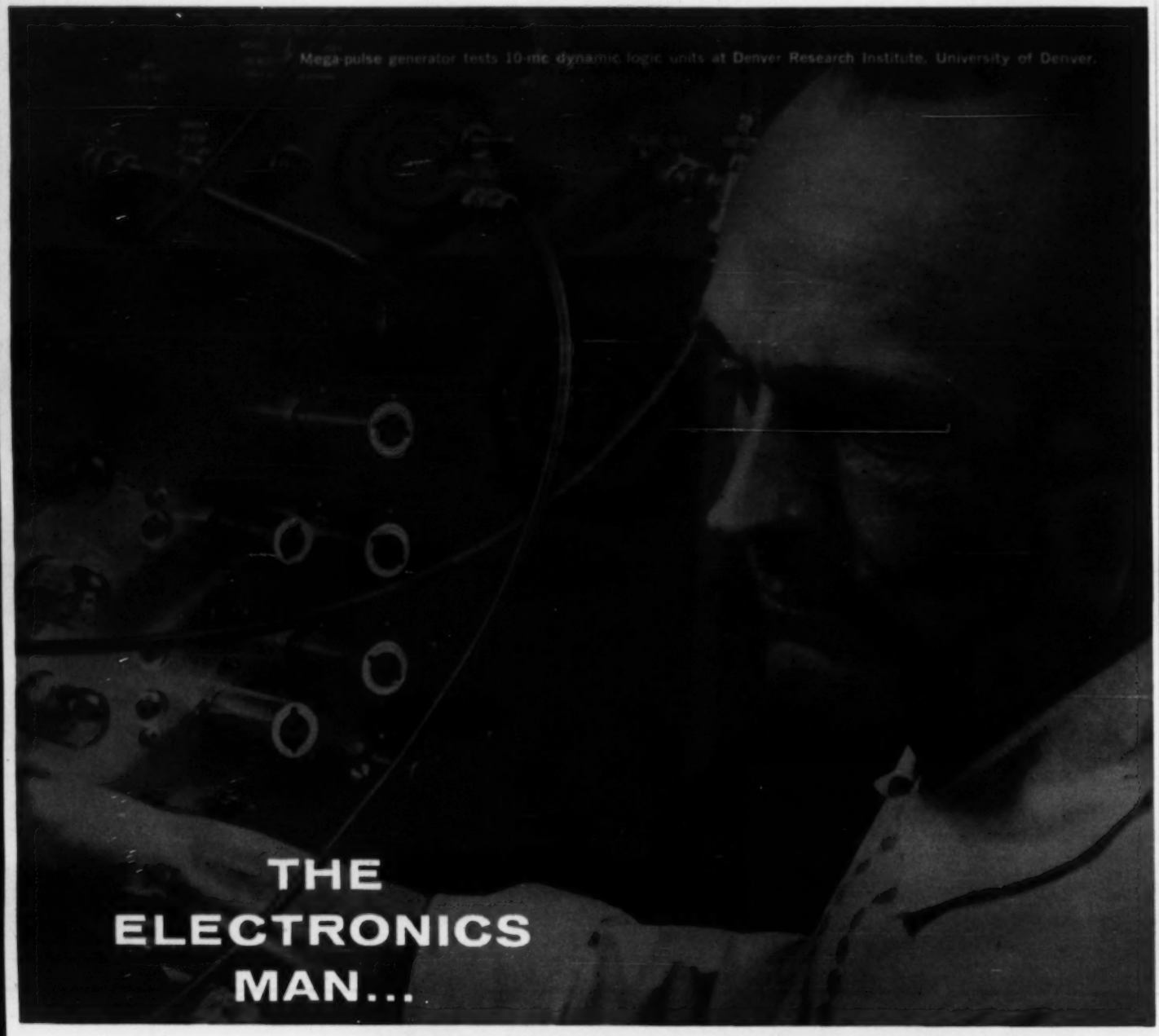
Theodore Skoglund has been appointed director of advertising and sales promotion of the new Carrier Air Conditioning Co., Syracuse, N.Y., a division of Carrier Corp. Mr. Skoglund previously was manager of marketing services and product promotion manager of the Unitary equipment division of Carrier Corp.

O'Brien Joins WTOP

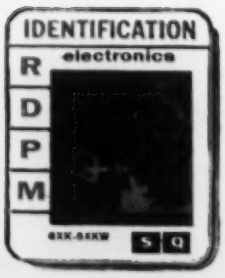
Robert O'Brien, formerly a salesman with WOL, Washington, has joined WTOP, Washington, as an account executive.

Thermo-Fax Sales to Gray

Thermo-Fax Sales, Detroit, has appointed Gray & Kilgore, Detroit, to handle its advertising.


Mega-pulse generator tests 10-mc dynamic logic units at Denver Research Institute, University of Denver.
THE ELECTRONICS MAN...

HE BUYS DIFFERENTLY



If you sell to the electronics industry, you will be more successful if you understand *exactly* how electronic products and services are bought.

You can see at any purchasing meeting how the electronics industry differs from most—It's in the conversation! The President may discuss the fine points of circuit design with the research engineer. The production engineer may suggest a choice of components to the design man. The difference is that men from areas of management, design, production and use can and do influence purchase of electronic suppliers.

Look at the badge that identifies the electronics man. It reads Research-Design-Production-Management. The interests of the electronics man are in any or all of the four areas.

No matter where you find the electronics man his engineering background enables him to influence the purchase of electronic components and equipment. Your advertising must reach him to sell electronic goods.

Only **electronics** is specially edited each week to reach, interest and influence the electronics man . . . whatever his title. If you have something to sell the electronics industry—it pays to advertise in **electronics.**

THE ELECTRONICS MAN
"BUYS" WHAT HE READS IN . . .

electronics ABP ABC

A McGraw-Hill Publication, 330 W. 42 St., New York 36, N.Y.

Who eats all the cereal?

HARD PEOPLE, SOFT PEOPLE OR REAL PEOPLE?

Right! Real people. The same real people who drink all the coffee and drive all the cars. People who buy things, you see, can't be classified "hard" or "soft" the way the things they buy can be. But people who *make* things are often classified because they have to specialize somewhat. After all, we couldn't have everybody making cereal one minute and steam engines the next.

But how about us? We make *advertising*. And advertising isn't made out of hard and soft things, like steel and starch. It's made out of *ideas*. It's made not by people who know how to make a product, but by people who know how to make a product *interesting*.

At Campbell-Ewald we have people, for example, who once made bandages interesting, and who now make beer interesting. And people who once advertised peanut butter, and are now advertising batteries.

The point? The only thing we specialize in is advertising. Why, we even advertise *ourselves!*

Would you like to know anything more about us? We can be reached simply by writing to the President's Office in Detroit.

CAMPBELL-EWALD ADVERTISING

DETROIT 2, MICH. · NEW YORK · CHICAGO · LOS ANGELES · HOLLYWOOD · SAN FRANCISCO · WASHINGTON · DENVER · ATLANTA · DALLAS · KANSAS CITY · CINCINNATI

ANOTHER QUESTION: Would you say that a man who can sell head lettuce to head-hunters has to know more about head lettuce, or more about head-hunters?

Reach, McClinton Reports $70,000 Net on '59-'60 Billing of $22,200,000

Agency Pays First Dividend, Notes Year Without Account Loss

NEW YORK, Aug. 5—Reach, McClinton & Co. earned $70,000 on billings of $22,200,000 in its fiscal year ended June 30.

This compares with earnings of $50,000 on billings of $18,400,000 in the previous year.

Charles Dallas Reach, chairman, and H. L. McClinton, president, will report these results to stockholders next week. The agency regularly makes a public disclosure of its financial operations.

Earnings were equivalent to $5 per share on 13,963 shares. For the previous fiscal year, the agency reported earnings of $4.16 per share on 12,000 shares.

■ Gross profits (before taxes and profit-sharing contribution) were reported to have increased by 67%. Mr. Reach said $70,000 would be contributed to the agency's profit-sharing plan. He said the company's net worth now stands at $893,000, compared with $750,000 a year ago.

The agency will pay a dividend on its common stock for the first time, in the form of a 5% stock distribution, payable Sept. 1 to holders of both Class A (voting) and Class B (non-voting) stock. Stockholders—all fulltime employes of the agency—also will be given rights to buy additional stock at the rate of one new share per each 10 shares now held.

Mr. McClinton reported that during its latest fiscal year the agency's services were not terminated by a single client, although he added that Reach, McClinton "did ask to be excused from further services to some small, unprofitable accounts." ≠

World Broadcasting New Promotion Programming Group

NEW YORK, Aug. 5—Paul F. Harron, president of World Broadcasting System, has announced the appointment of a new management team for the radio promotion and program service.

Named general manager was Robert A. Monroe, who has been national sales manager of the company for the past two years. He replaces John H. Weathers, who has resigned, effective Aug. 15. The second key member of the team will be John S. Murphy. Formerly sales manager, Mr. Murphy has been appointed assistant to the president.

Mr. Harron also named three new field representatives: Dean Aldrich, previously with WMDN, Midland, Mich., for the Midwest; Keith Marshall, formerly with KECK, Odessa, Tex., for the Southwest, and Russe Starner, previously with WTAP, Parkersburg, W. Va., for the eastern seaboard. Dick Crane will remain as southern division manager, with headquarters in Memphis, and Mike Gurney will continue as western division manager, with offices in San Francisco.

Mozneck Joins Landers, Frary as Ad Director

U. Sykes Mozneck has been named director of advertising and production promotion of Landers, Frary & Clark, New Britain, Conn. In this job, Mr. Mozneck will create a new department representing a major development at the company.

U. Sykes Mozneck

He will be responsible for all written and visual material promoting and sales of the Universal, Handy-Hannah Dazey household appliances. Before joining Landers, Mr. Mozneck had been associated with Casco Products Co. for 16 years.

Wilmotte to U.S. Interviewing

J. Edward Wilmotte, formerly president of Wilmotte Research Tabulating Inc., a division of Workman Service, has joined U. S. Interviewing Corp., Chicago, as president. U. S. Interviewing is a subsidiary of Visual Research Inc. and Faison & Twedt, specialists in visual communication, marketing and psychological research. At the same time, Frank W. Pellettiere, who joined Visual Research as technical director in January, was named vp of Visual Research and Faison & Twedt.

C&W Gets Air Force Drive

The Air Force Assn. has appointed Cunningham & Walsh, San Francisco, to handle promotion in northern California of the 1960 Air Force Assn. National Convention and Aerospace Panorama to be held in San Francisco Sept. 21-25.

Ashe & Engelmore Adds 2

Sportwhirl Inc., New York, manufacturer of women's sportswear, has appointed Ashe & Engelmore Advertising, New York, as its advertising agency. Irving Serwer Advertising formerly handled the account. Hannah Troy, New York, high fashion dress manufacturer, also has appointed Ashe & Engelmore to handle its advertising. The account has been at Grant Advertising for the past two months; before that it was at Cohen, Dowd & Aleshire.

Atlanta Adclub Elects

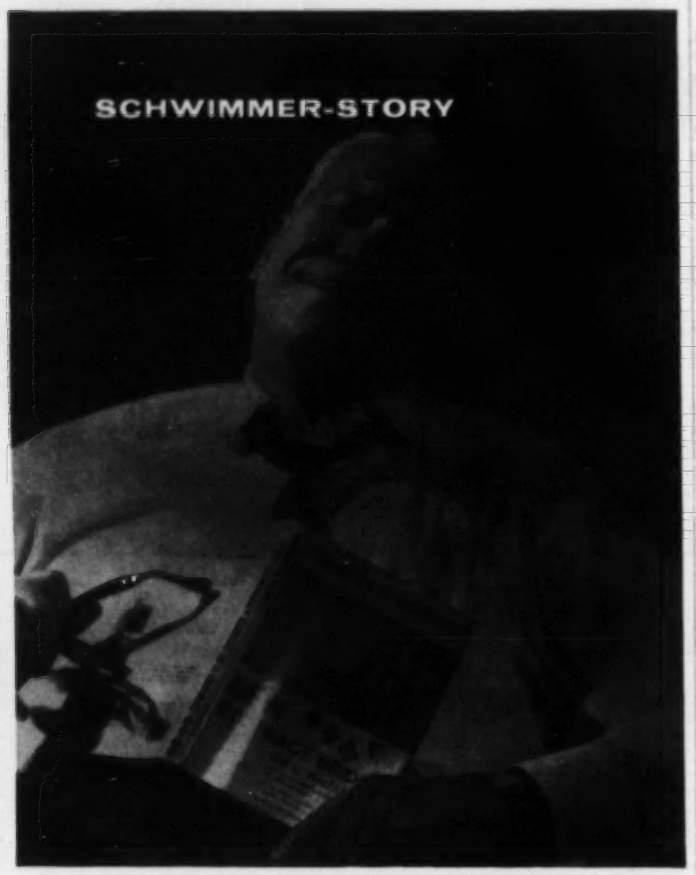
Mrs. Peggy Baker, manager of advertising and sales promotion of Ivan Allen Co., has been elected president of the Atlanta Advertising Club. Other officers are Moreland Moncrief of Atlantic Steel Co., 1st vp; Richard E. Hodges Jr. of Liller, Neal, Battle & Lindsey, 2nd vp, and Earnest H. DeLong, Dillard Paper Co., secretary-treasurer.

Breuer to HFH Productions

Harry Breuer Jr., previously an account executive and director of tv and motion picture production with Goold & Tierney, has been appointed industrial sales manager of HFH Productions, New York, tv and industrial film producer. Mr. Breuer has done free lance writing for HFH in the past.

Chrysler Boosts Smith

D. C. Smith, since 1936 with Chrysler Corp., Detroit, in marketing and sales has been named to head dealer relations for the Chrysler and Imperial division.



AE LOVES CB

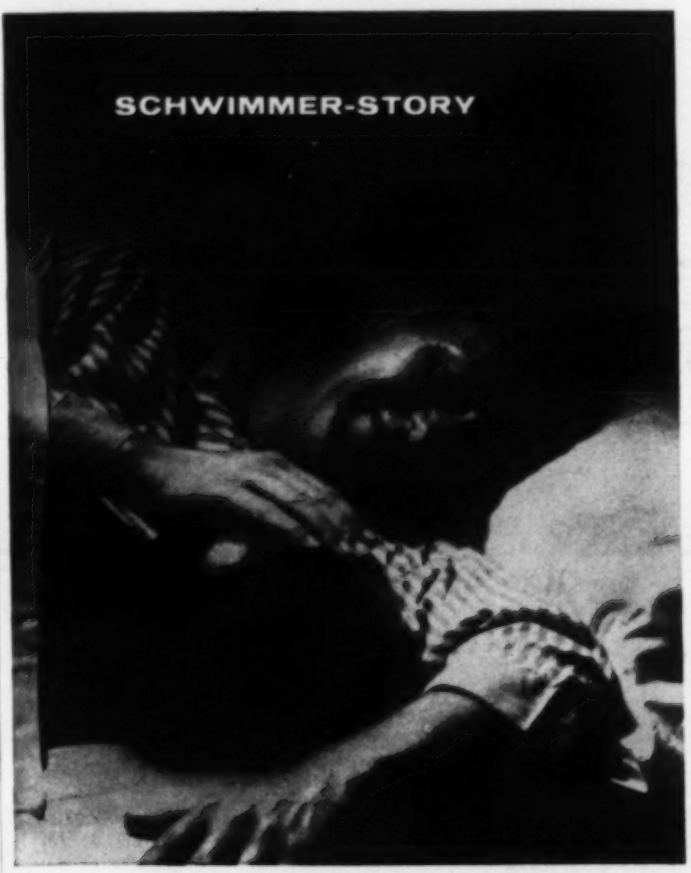
EVEN MORE THAN OLIVES OR LEMON TWISTS

This AE may not know all he could about bridge, but he knows about bridge players . . . About their fantastic loyalty to the game . . . and to the show they refer to as "our show"—Championship Bridge. 10,000,000 bridge players watch the show. They write thousands of letters of thanks to stations carrying "their" show. Their profile looks like many others except for a bulge from fatter billfolds. And they watch with unheard of interest. Avid. Our AE's client likes this interest. So does his comptroller. So does our AE who sold them the show. He likes being a hero.

For a completely one-sided story, write or wire Walter Schwimmer, Inc., 75 East Wacker Drive, Chicago, Illinois.

CHAMPIONSHIP BRIDGE

"Championship Bridge with Charles Goren" resumes on ABC-TV Sunday, October 16. Minute announcements are available either on a 13/26 week or 26/26 week basis.



AE LOVES CB

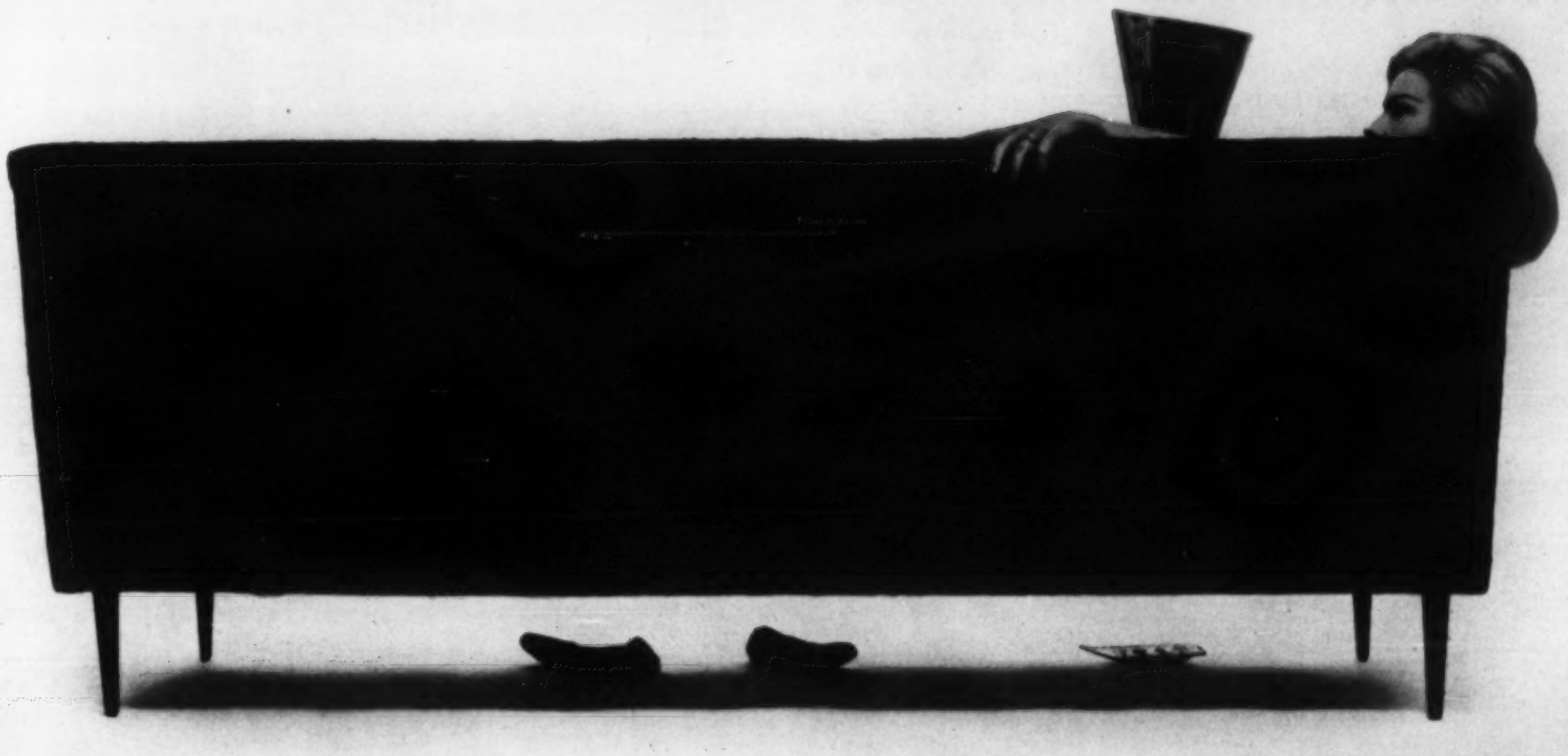
EVEN MORE THAN CANCELLED CONFERENCES

Account Executives are not always Right. There is usually a research director or a marketing manager or a media buyer or a client to point up this fact. But once in a while they luck out. Like the other day when three different clients had regional problems. AE suggested Championship Bowling, market-by-market. Each client said fine, knew it was the top filmed sports show for six straight years. Research blessed the audience profile, marketing applauded the merchandising potential, and media knew the cost per thousand is fantastically low. They all said, "AE, you are Right."

AE's wanting to avoid a persecution complex, write or wire, Walter Schwimmer, Inc. 75 East Wacker Drive, Chicago, Illinois.

CHAMPIONSHIP BOWLING

"Championship Bowling" can be bought as an hour show or a half hour show every week, or as a half hour every other week, nationally or in selected markets.



The world's most horizontal magazine

SUNDAY — undoubtedly read by more people in horizontal positions than any other magazine published. No Politz, no Starch on this. Just logic. First: more people do read SUNDAY than any other magazine. Second: stands to reason when they read it on Sunday they've got their feet on hassocks, they're stretched out on the couch, or they're even full-length in bed.

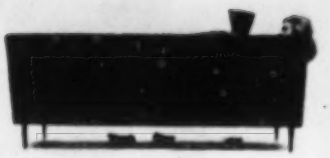
No trains to catch. No shopping to do. No kids to ferry around. This is the time to talk to people. Reading Sunday papers is a thriving family tradition. Reaction to the ads in SUNDAY is a proven fact.

On the "flip side," you'll see charts proving — among other things — that SUNDAY has more readers in the over-$5,000 and over-$10,000 income brackets than Life, This Week, Reader's Digest, The Post, McCall's and six other competitors. You'll also see that it costs less $ per thousand to reach this vast SUNDAY market with four-color ads.

If you want to meet 50% of the families in the top 50 markets where 50% of all retail sales are made — there's just one best way in print: the SUNDAY Magazines 50-50-50 plan.

For more information on how and why SUNDAY advertising is translated into more sales on Monday and Tuesday and Wednesday and so on . . .

. . . just turn the page.



The world's most horizontal magazine.

The readers may be prone, but the audience is strictly "heads up" for advertisers. For instance, the figures below show that women read and remember more of the four-color advertising they see in **Sunday** than they do similar ads in the other magazines listed. If you'll call MU 9-8200, a **Sunday** representative will be glad to fill you in on all the other ways that **Sunday** Magazines deliver more for your advertising dollar.

1 CIRCULATION

Sunday	18,395,195
THIS WEEK	13,359,114
READER'S DIGEST	12,000,000
AMERICAN WEEKLY	9,925,322
PARADE	9,811,686
LIFE	6,700,000
SAT. EVE. POST	6,250,000
LADIES' HOME JNL.	6,300,000
McCALL'S	6,300,000
BETTER H. & G.	4,850,000

2 AVERAGE FAMILY COVERAGE

	Total U.S.	176 Metro Areas
Sunday	37%	46%
THIS WEEK	26	30
READER'S DIGEST	23	24
AMERICAN WEEKLY	21	25
PARADE	18	22
LIFE	11	13
SAT. EVE. POST	10	10
LADIES' HOME JNL.	10	11
McCALL'S	9	9
BETTER H. & G.	8	9

3 CPM 4-COLOR PAGE

Sunday	$3.41
THIS WEEK	3.75
READER'S DIGEST	3.35
AMERICAN WEEKLY	3.90
PARADE	3.84
LIFE	7.02
SAT. EVE. POST	6.68
LADIES' HOME JNL.	5.25
McCALL'S	5.10
BETTER H. & G.	5.88

4 AVERAGE READERSHIP BY WOMEN OF EDITORIAL PAGES ONLY

	Noted	R.M.
Sunday	71%	41%
THIS WEEK	56	33
READER'S DIGEST	n.a.	n.a.
AMERICAN WEEKLY	64	40
PARADE	n.a.	n.a.
LIFE	51	27
SAT. EVE. POST	n.a.	n.a.
LADIES' HOME JNL.	59	36
McCALL'S	n.a.	n.a.
BETTER H. & G.	n.a.	n.a.

5 WOMEN READERSHIP 4-COLOR NAT'L ADS

	Noted	R.M.
Sunday	53%	11%
THIS WEEK	46	9
READER'S DIGEST	33	7
AMERICAN WEEKLY	44	8
PARADE	54	9
LIFE	34	6
SAT. EVE. POST	37	5
LADIES' HOME JNL.	44	10
McCALL'S	39	8
BETTER H. & G.	n.a.	n.a.

6 1959 ADVERTISING REVENUE

Sunday	$50,000,000
THIS WEEK	42,800,000
READER'S DIGEST	33,100,000
AMERICAN WEEKLY	15,800,000
PARADE	24,500,000
LIFE	134,400,000
SAT. EVE. POST	97,600,000
LADIES' HOME JNL.	30,800,000
McCALL'S	20,300,000
BETTER H. & G.	25,600,000

7 NUMBER OF MEN READERS 18 AND OVER

Sunday	15,268,000
THIS WEEK	10,287,000
READER'S DIGEST	9,600,000
AMERICAN WEEKLY	7,543,000
PARADE	7,357,000
LIFE	6,298,000
SAT. EVE. POST	5,625,000
LADIES' HOME JNL.	1,134,000
McCALL'S	1,323,000
BETTER H. & G.	1,940,000

8 NUMBER OF WOMEN READERS 18 AND OVER

Sunday	17,475,000
THIS WEEK	12,157,000
READER'S DIGEST	11,280,000
AMERICAN WEEKLY	8,933,000
PARADE	8,732,000
LIFE	6,633,000
SAT. EVE. POST	5,625,000
LADIES' HOME JNL.	6,678,000
McCALL'S	6,741,000
BETTER H. & G.	4,899,000

SOURCES

1. Newspaper Distributed Magazines—ABC Publishers' Statements 3/31/60. General Magazines—Publishers' Guarantees.
2. Circulation—Latest available Audit Reports 1/1/59. Households—Sales Management 5/59.
3. Rates—Latest announced rates—SRDS June 1960. Circulation—Newspaper Distributed Magazines—ABC Publishers' Statements 3/31/60. General Magazines—Publishers' Guarantee.

4, 5. Daniel Starch & Staff.

6. P.I.B. and publishers' own estimates.

7, 8. Circulation: Newspaper Distributed Magazines—ABC Publishers' Statements 3/31/60. General Magazines—Publishers' Guarantee. Audience: Daniel Starch & Staff.

Sunday

Val Bauman, 54, Ad Head of National Tea, Dies in Boat Mishap

CHICAGO, Aug. 2—Val S. Bauman, 54, vp in charge of national advertising and merchandising of National Tea Co., was drowned Saturday in a boating mishap in Lake Geneva, Wis.

Mr. Bauman was born in Toledo in 1908, and attended Toledo University. He began his food merchandising career by working with his father, who operated two food stores and a wholesale meat operation.

Val S. Bauman

He joined U.S. Advertising Corp., Toledo, in 1928 as assistant manager of outdoor, direct mail and dealer cooperative material on the Willys Overland account.

In 1932 he joined the Kroger Co., Toledo, and held various operating and merchandising positions, rising to assistant sales and advertising manager of the Toledo branch.

Mr. Bauman was named assistant to the general sales and promotion manager in Kroger's main office in Cincinnati in 1939. A year later he became sales and advertising manager of Kroger's Fort Wayne branch.

■ He left Kroger in 1945 to become vp in charge of merchandising for a wholesale grocery business in northern Wisconsin.

Two years later he joined National as sales and advertising manager of its Chicago branch, the largest in the chain. In 1953 he was named general merchandising manager for the entire company. His responsibilities encompassed advertising, sales, purchasing, merchandising and public relations.

He was promoted to vp of National, retaining the same duties, in January, 1957. #

Hartung Adds 1, Names Taylor

M. W. Hartung & Associates, New Holland, Pa., has been named to handle national advertising for Brookville Glove Co., Brookville, Pa., maker of garden, industrial, work and sporting gloves. Hartung also has named Richard N. Taylor senior art director.

Raytheon Ltd. Names Walsh

Raytheon Canada Ltd., Waterloo, Ont., has appointed Walsh Advertising, Toronto, to handle its account. Raytheon recently completed a new factory in Waterloo, where it makes and distributes electronic equipment and components for equipment manufacturers.

Smith, Kline Names Spitzer

Smith, Kline & French, Montreal, has appointed Spitzer & Mills Ltd., Montreal, to handle advertising for its new patent medicines division, Franklin Laboratories. Formation of the new division marks the company's entry into the proprietary drug field.

Peck Joins N.W. Ayer

Fred A. Peck has joined N. W. Ayer & Son, Detroit, as associate creative director on the Plymouth-DeSoto-Valiant account. Mr. Peck was formerly creative director of Grant Advertising, Detroit.

Intermountain Adds 4 Affiliates

Intermountain Network has added four new Montana affiliates, boosting its total affiliates to 54. They are KGEZ, Kalispell; KOJM, Havre; KRPK, Livingston, and KDBM, Dillon.

Why POPULAR MECHANICS?

Here, in a few words are some pretty good reasons why POPULAR MECHANICS warrants your consideration—today, and tomorrow.

CIRCULATION:

Today—The highest average in PM's history (and in the field, too). First six months of 1960 averaged 1,404,290*.

Tomorrow—Everything points to a continuation of PM's sound circulation growth. Valid circulation. Consistent pace.

*As filed with ABC, subject to audit.

READERSHIP:

Today—At least *five million MEN* read PM. They are men interested in doing things, rather than watching them done. Men interested in automobiles, boats, workshops, homes. Men who know what to buy—and why. (Median age 34, according to CMR)

Tomorrow—Until women start launching rockets instead of Junior Missiles, POPULAR MECHANICS will continue to be a magazine for *men*—men who match their interests with *action*.

EDITORIAL:

Today—First, PM provides important coverage of the mechanical and scientific *developments* that comprise the "Mechanics of Modern Living." Secondly, PM prides itself in guiding millions of men in *constructive leisure-time activities*. We're mighty fortunate here—both areas of interest continue their outstanding pattern of growth.

Tomorrow—Current events indicate that these areas of editorial interest will be major ones for a long time to come—POPULAR MECHANICS will go right on keeping editorially attuned to the scientific and mechanical interests of men . . . who like to do things.

ADVERTISING:

Today—Advertisers are investing more money in POPULAR MECHANICS than ever before in its history enabling PM to maintain its advertising lead in its field.

Tomorrow—Prospects are excellent for continued increases (our fingers are crossed) especially if you recommend PM, too.

MERCHANDISING:

Today—As usual, we cut the cloth to fit your needs, and we have plenty of material to work with, including:

1. A full-time staff of over 40 field merchandising men who install window displays, make dealer calls and maintain dealer contacts from coast to coast.

2. A POPULAR MECHANICS-designed House of Built-Ins that is being constructed by some of the country's leading builders. The houses feature PM-advertised products. Hundreds of lumber dealers are participating, too.

Tomorrow—More of the same. Why Not?

Your POPULAR MECHANICS representative will be glad to give you the details of these and other reasons why PM belongs high on your media list. Call him soon.

POPULAR MECHANICS

A HEARST MAGAZINE

Reporting the mechanics of modern living

NEW LOOK FOR PROPRIETARIES—*Bromo-Seltzer (BBDO) is breaking in its revised tv selling approach with this Elsa Maxwell vignette on the "Jack Paar Show" (NBC). At dinner, Miss Maxwell feels fine, then she comes down with a case of "hostess stomach," but Bromo-Seltzer soon puts her in shape to rejoin her guests. Maury Jones, BBDO account executive, describes this campaign as part of the new look for proprietaries—a departure from the cutaway stomach, the little A's racing, and the screaming announcers, to documentary situations with real people facing believable problems and finding solutions. Other Filmways-produced Bromo documentaries will feature golfer Sam Snead and Milwaukee Braves manager Charlie Dressen. The minute films will get a big spot play in 40 markets starting this month.*

Help Wanted Ads Dipped Again in June, Davis Reports

PHILADELPHIA, Aug. 2—Help wanted advertising, which has been slumping since early spring, accelerated its downward pace in June, according to reports from 114 major labor market newspapers represented in "Help Wanted Trend," a survey by B. K. Davis & Bro. Advertising Service.

The June ad count was 800,568 —7% below June, 1959, apparently reflecting the "hold tight" attitude of many employers and reflecting the 4,500,000 unemployment total for June announced by the Department of Labor. Paradoxically, government figures showed record employment of 68,579,000 in June.

A total of 66 individual newspaper reported help wanted declines. Among new cities on the loss list were Chicago, Pittsburgh, Cleveland, Omaha and Detroit.

■ Among Trend's pilot group of 16 key major labor markets, all but four reported losses. Showing gains were Boston (up 2%) New York (up 2%) Philadelphia (up 3½%) and St. Louis, whose comparative gain occurred only because of a 12-day strike in June, 1959, that cut that month's ad count almost in half.

In spite of these losses, help wanted ad level in the first half of 1960 wound up 6.5% higher than in the first six months of 1959, as a result of the strong ad count gains registered in January and February. #

Meyerhoff Adds 2 Accounts

Evans Fur Co., Chicago, has appointed Arthur Meyerhoff Associates, Chicago, to handle its advertising. Malcolm-Howard Advertising Agency, Chicago, formerly handled the account. At the same time, California Products, Chicago, has appointed Meyerhoff to handle advertising for its Slim-Shake and Slim-Aid products. The two accounts bill more than $500,000.

Market Surveys Opens Offices

A new marketing research company, Market Surveys, has opened offices at 67 E. Madison, Chicago. Hugh R. Edwards, formerly study director of Market Facts, Chicago, is director of the new company, and George J. Mrazek, previously media and research director of Sidney Clayton & Associates, Chicago, is executive director.

Poag Joins Ward-Griffith

Stanley T. Poag has joined the Detroit office of Ward-Griffith Co., newspaper representative. Mr. Poag formerly was an account executive of N. W. Ayer & Son, Chicago.

Thorpe to McDonald-Thompson

W. Dean Thorpe has joined McDonald-Thompson, Denver, publishers' representative. Mr. Thorpe was formerly executive secretary of the Denver Area Ready Mixed Concrete Assn.

Eisenhauer Joins Textron

Robert S. Eisenhauer, formerly director of advertising and public relations of the New York Central Railroad, has joined Textron Inc., Providence, as director of advertising and pr. He succeeds Herman E. Goodman, vp, who is resigning to assume the presidency of Franklin Corp. Mr. Goodman will continue as a director of Textron.

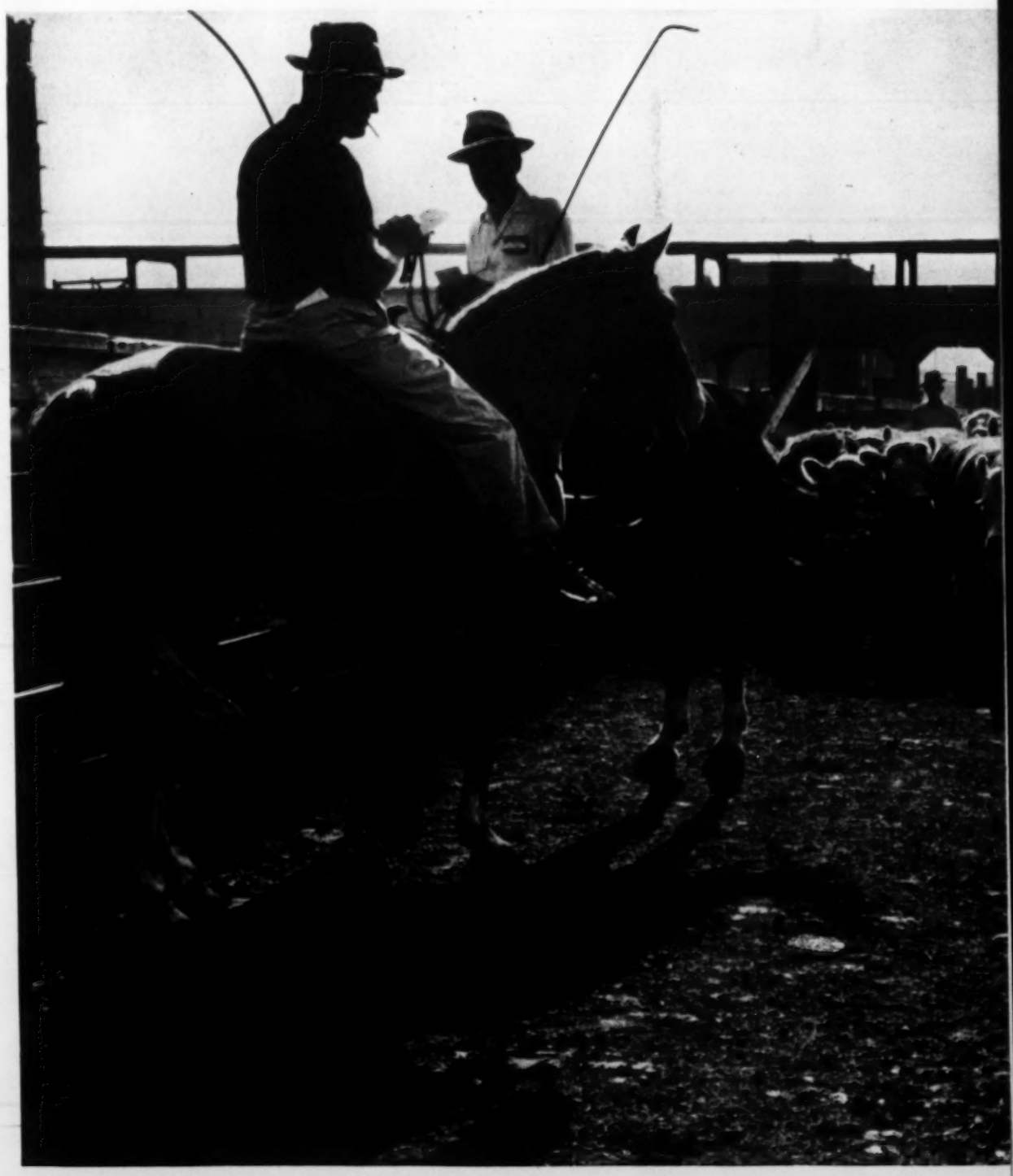
'Converter' Boosts Rates

Paper, Film & Foil Converter, Park Ridge, Ill., has increased its advertising rates. Cost of a one-time b&w page goes from $429 to $480. The rates go into effect immediately for new advertisers; old advertisers will receive current rates until the January, 1961, issue.

Riegel To Cargill, Wilson

Riegel Textile Corp., Conover, N.C., manufacturer of work gloves, has appointed Cargill, Wilson & Acree, Charlotte, to handle advertising for its consumer glove division.

In Chicago



Brevard, Fla., Leads Counties with 370% Population Gain

WASHINGTON, Aug. 3—Brevard County, Florida, which contains Cape Canaveral, soared like one of its missiles during the past decade with a 370% increase in population. Brevard now boasts 111,176 people.

■ Brevard heads the list of 45 counties which more than doubled their population between 1950 and 1960, according to preliminary figures released today by the Census Bureau. Second in rate of growth was Pulaski County, Missouri, which includes Fort Leonard Wood. Figures for military camps were not included in county totals in 1950 but are in the 1960 count, accounting for a 346% gain for Pulaski.

Other big gainers were Broward County, Florida, which includes Fort Lauderdale and Hollywood; Grand County, Utah, which more than tripled its population but still numbers only 6,312 people; and Orange County, California, which adjoins Los Angeles and zoomed up 226% to 704,360.

There are 3,072 counties in the nation, the Census Bureau noted, and 19 of them have less than 1,000 inhabitants. The smallest is Hinsdale County, Colorado, with 218 people. Hinsdale has seen better days; its 1900 count was 1,609. #

Burnett Boosts Two

Leo Burnett Co., Chicago, has appointed C. Peter Frantz manager of its creative review committee. Mr. Frantz joined Burnett as a marketing supervisor in 1958 and was named a vp last year. Leo Burnett also has promoted Charles Blakemore from a copywriter to a copy supervisor.

Printing Directory Out

Park South Publishing Co., New York, has published a 160-page directory listing 1,700 companies and their printing buyers in the New York area. The directory includes information on the types of printing they buy. It sells at $35.

HAVE A HAPPY—*This 24-sheet poster located in the heart of the downtown Albuquerque business district extends birthday wishes to Bob Pettingell, sales manager of KOB. The sign jokingly tries to persuade the public that Bob is 43 years of age rather than his true 42. The birthday "campaign" scheduled by the KOB staff also included radio, tv and newspapers.*

Slumberland Claims for Mattresses Mislead, FTC Says

WASHINGTON, Aug. 3—Slumberland Products Co., Waltham, Mass., has been charged by the Federal Trade Commission with misrepresenting the price, grade, quality, composition, workmanship and other characteristics of the mattresses it manufactures.

■ FTC's complaint challenges advertising claims that the price of Slumberland's Centa-Firm mattress had been reduced from $59.50 to $39.50. The commission said the lower price had been the selling price for years.

Also hit by the FTC complaint was the company's Pedic mattresses, which the commission said did not live up to specifications for "firm-type" mattresses recommended by doctors to relieve backaches.

CLINTON WATCH PRICE TAG DECEPTIVE: FTC

WASHINGTON, Aug. 3—Clinton Watch Co., Chicago, has been ordered by the Federal Trade Commission to stop misrepresenting prices and guarantees of its watches.

Denying an appeal by the company, the commission adopted an initial decision filed last Dec. 15. The FTC agreed with the hearing examiner's finding that the watches' marked down price tag is deceptive. #

Int'l Editions of 'Time' Post New Rates for 1961

Higher circulation bases and higher advertising rates will be in effect next year for all the international editions of *Time*. The new circulation bases and onetime page rates—with the present ones in parentheses—are as follows: Atlantic edition, $2,145 ($1,890) and 165,000 (125,000); Latin America, $1,250 ($1,160) and 70,000 (60,000); Canada, $2,020 ($1,775) and 240,000 (215,000); Asia, $1,285 and 65,000, and South Pacific, $650 and 50,000. The Asian and South Pacific editions will replace the present Pacific edition (AA, Aug. 1), which has a basic page rate of $1,385 and a circulation base of 65,000 to 70,000.

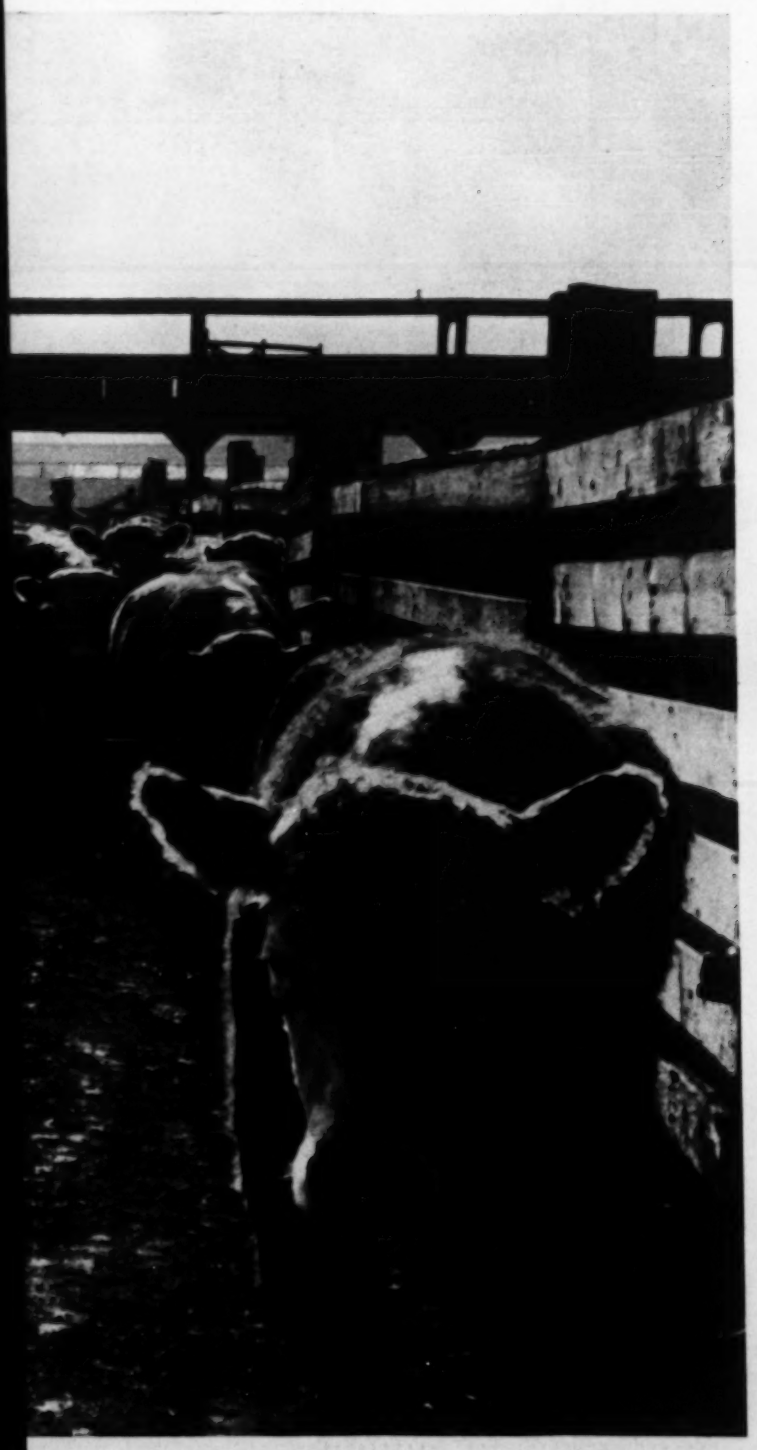
Ziff-Davis Boosts Three

Ziff-Davis Publishing Co., New York, has appointed Arthur Butzow from production manager to production director, a new post. Henry Damm, formerly ad production manager, has been named operations manager in charge of editorial and advertising production, a new post. He is succeeded by his former assistant, Eugene Klein.

WFGA-TV Promotes Walker

Bill Walker, formerly assistant national sales manager of WFGA-TV, Jacksonville, Fla., has been promoted to national sales manager, replacing Clay E. Forker, who resigned.

...**the Union Stock Yards,** which opened for business on Christmas Day, 1865, is the largest cattle market in the U.S., serving 400 packers from 38 states—currently trading at the rate of $860,000,000 a year! Here, Monday through Friday, direct and exclusive livestock reports are broadcast over WGN radio.



In Chicago

WGN

RADIO

reaches more homes
than any other
Chicago advertising medium . . .
first in farm service
in the Midwest

WGN IS CHICAGO

Quality • Integrity • Responsibility

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

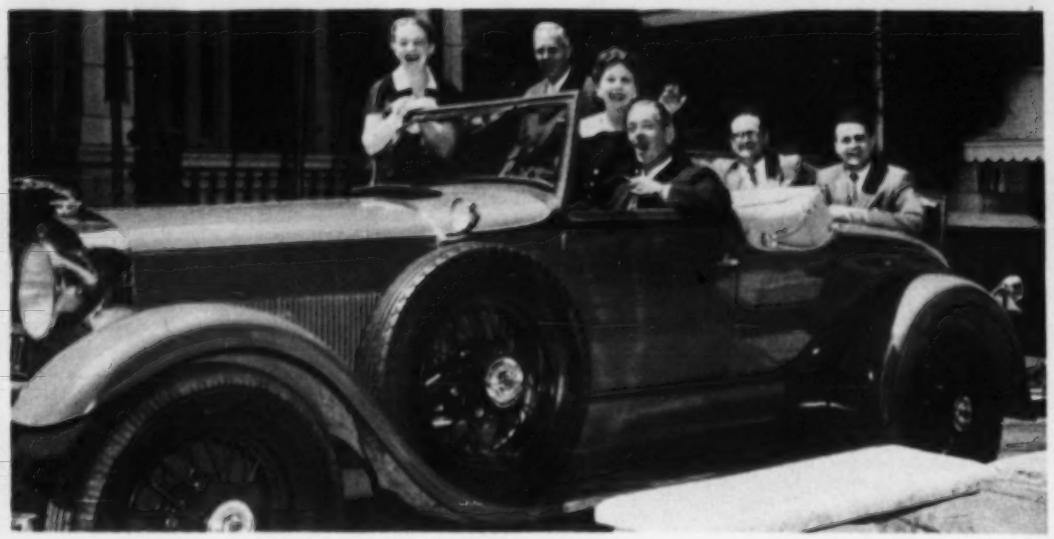
Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.
431 S. Dearborn St. • Chicago 5, Illinois

McGraw Snyder Bond

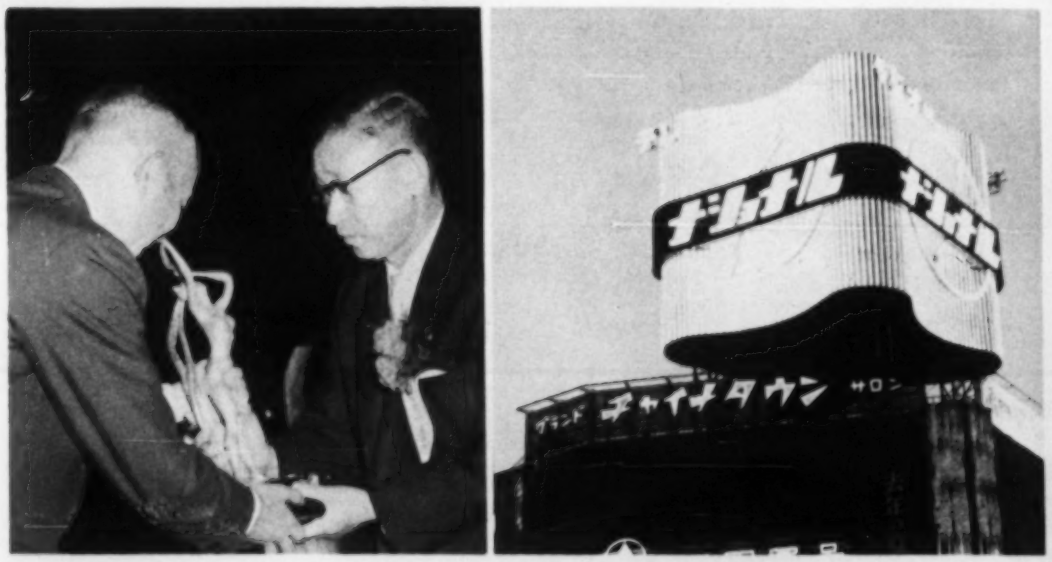
LUNCHEON BRIEFING—*W. Cordes Snyder Jr., chairman and president of Blaw-Knox Co., Pittsburgh, briefed some 30 McGraw-Hill Publishing Co. chief editors on Blaw-Knox engineering and foundry activities, plans and problems in New York. Here he is flanked by McGraw-Hill president Donald C. McGraw and Nelson L. Bond, McGraw-Hill publications division president.*

PHOTOGRAPHIC REVIEW OF THE WEEK



Mason Clark Parker Nicholas Young Dodderidge

NOSTALGIA—*A return to basic ideas in advertising is stressed by a 1930 Lincoln convertible at the board meeting of the ninth district of the Advertising Federation of America in Omaha. In the group shown are Celia Mason, secretary, Des Moines; Don Clark, board chairman, Lincoln, Neb.; Ariel Parker, 3rd lt. governor, Denver; Lowell Nicholas, governor, Des Moines; Frank Young Jr., treasurer, Topeka, and Dick Dodderidge, 1st lt. governor, Kansas City, Mo. Joe Baker, Omaha adclub head, owns the car.*



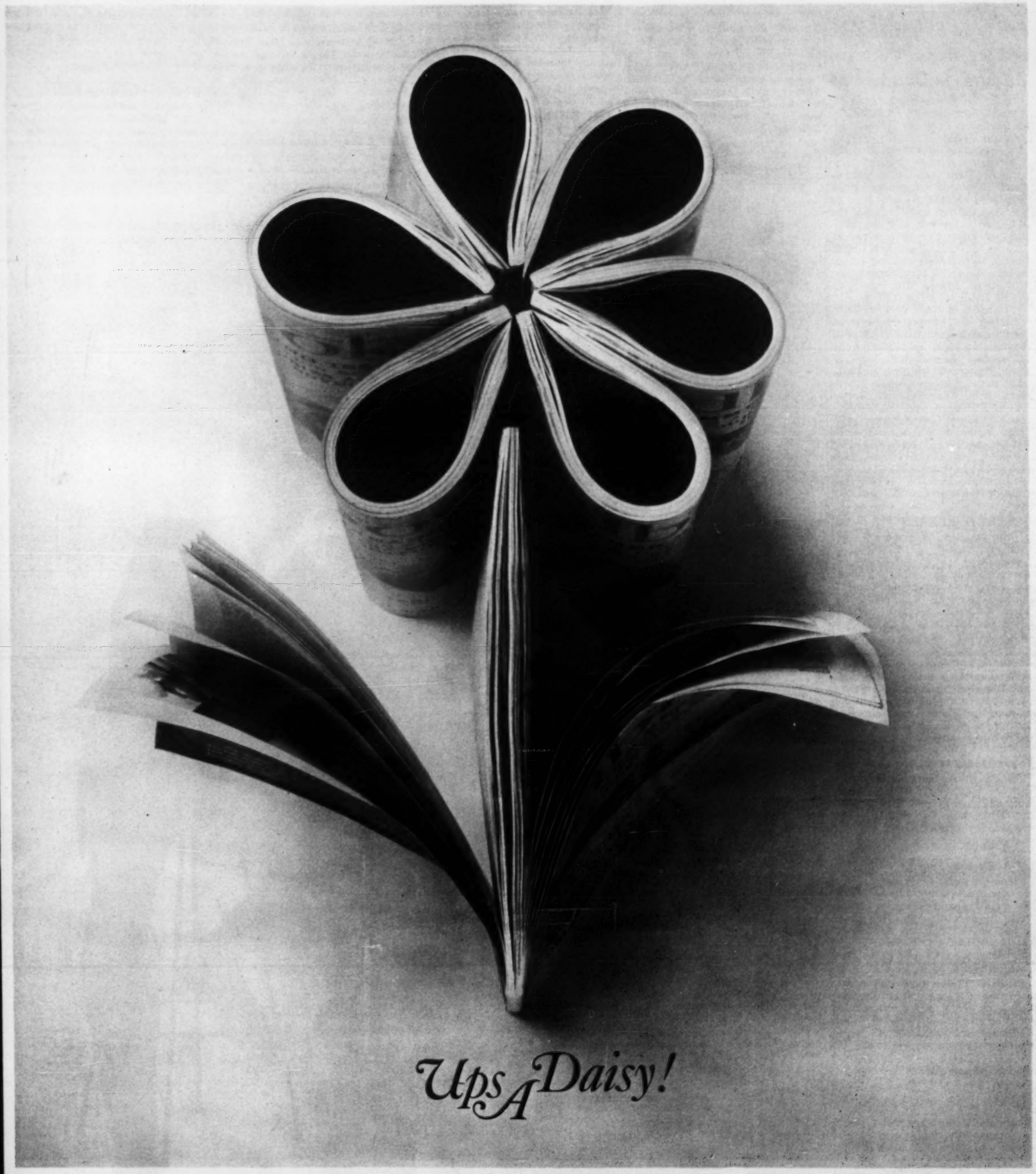
NIPPON WINNER—*Konosuke Matsushita, (left), president, Matsushita Electric Industrial Co., receives the Dentsu Advertising grand prize from Hideo Yoshida, president, Dentsu Advertising, Tokyo agency. The award was given for the three-dimensional lighted spectacular sign atop a building shown above.*

Donnelly Wiethaupt Rogers Weston Thumin

COPY PUNCHERS—*Gardner Advertising Co., St. Louis, produced an unusual film on a small budget to present highlights of its 1961 proposed advertising program for Cessna Aircraft Co. The 20-minute, 16mm film, written and produced by Stan Wilten of the tv-radio commercial department, is a parody on westerns. Actors are all Gardner men who service the account. Dick Donnelly, account executive, plays Deputy Gardner Gant; Warren Wiethaupt is Media Molly; Bill Rogers is Sheriff Cessna Sam; Bill Weston is Piper Pete; and Fred Thumin is Beechcraft Bart in the dramatization.*

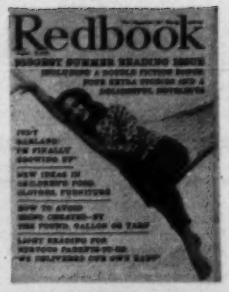
Wagener Allen Matheis

TIME FOR TIME—*Robert E. Allen, president of Fuller & Smith & Ross, New York, presents Atmos clocks to two admen who have been with the agency for a long time: John F. Wagener, account executive, and Richard Matheis, director of mechanical production, both concluding their 40th year with F&S&R.*



Sept. 1959..... 2,850,000
July 1960..... 3,100,000
Jan. 1961..... 3,350,000

Talk about growth, we're sprouting like a Spring flower! Just last September we hiked our circulation guarantee to 2,850,000. In July—voom!—it went to 3,100,000. Now we're jumping the guarantee another quarter million to 3,350,000, effective January 1961. And the beauty of this blossom is it's no hot-house product. The growth is just natural: it's what happens when a vital magazine meets a young audience. Young Adults are discovering that Redbook thinks more, knows more and does more about their living situations. They want what's in Redbook. Shouldn't that include your product?



REDBOOK The Magazine for Young Adults. Another exciting publication of THE McCALL CORPORATION, 230 Park Avenue, New York, Murray Hill 6-4600—and Chicago, Boston, Los Angeles

Frederic Schneller, D'Arcy Exec, Veteran Adman, Is Dead at 54

NEW YORK, Aug. 3—Frederic Andrew Schneller, 54, vp in charge of merchandising of D'Arcy Advertising Co., died at Doctors Hospital yesterday of a heart ailment.

Before joining D'Arcy Mr. Schneller was general merchandising manager of Lever Bros. from 1947 to 1951. Prior to that he was advertising counsel with the *Milwaukee Journal* and advertising and sales promotion manager of the *Gazette*, Janesville, Wis. Immediately before joining Lever he was vp of Cramer-Krasselt Co., Milwaukee agency. He was with the St. Louis office of D'Arcy until his transfer to New York in 1954.

Among the honors he received were awards from the Direct Mail Advertising Assn. in 1933 and the Milwaukee Advertising Club in 1937. *Editor & Publisher* twice cited him for awards, while others came from the National Better Business Bureau and the American Institute of Laundering.

Mr. Schneller was a member of the Advertising Federation of America, the Grocery Manufacturers of America, the National Press Club and the advertising clubs of New York and Milwaukee.

ROBERT H. ASKREN

CHICAGO, Aug. 2—Robert H. Askren, 49, senior vp of Raymond Loewy & Associates, designers, died in a helicopter crash Wednesday. He was returning from a business trip to Columbus, O., when the helicopter shuttling between airports in Chicago crashed in a cemetery.

Sarra Appoints Cornish

William A. Cornish, who formerly headed his own tv program packaging company, has joined the sales and production staff of Sarra Inc., New York. He will work in the tv film commercial department.

Kayser Joins McIntyre as VP

Joseph R. Kayser, formerly vp with the Mail Advertising Corp. of America, has joined O. E. McIntyre Inc., Melrose Park, Ill., mail marketing company, as vp in charge of midwestern sales.

D-F-S Names Two

Gene Carr, formerly with Knox Reeves Advertising, has joined Dancer-Fitzgerald-Sample, New York, as a copywriter. Raymond F. Ruffley, an account executive, has been named a D-F-S vp.

Condon Shifts to N. Y.

William Condon has been shifted from the Chicago office to the New York office of Television Advertising Representatives, the Westinghouse-owned station representative company.

Mark, Simeon Adds Two

Mark, Simeon & Renard, New York, has been named to handle advertising for Mercury Floor Machines, Palisades Park, N. J., and for Munro Products, maker of women's luggage and novelties.

Drumm to Perry Brown

Hughes D. Drumm, formerly assistant account representative with Westinghouse Electric Corp., Pittsburgh, has joined Perry Brown Advertising, New Orleans, as an account executive.

FOR JET AGE "SMALL-FRY PILOTS"
Great two-for-the-price-of-one promotional items. Day-glo colors. Your sales message can be imprinted.
9½" Turbo-Prop spins — 4½" Turbo-Putt-Putt sounds like a motor. Fits all bikes & trikes.
Write for sample set and quantity prices, enclosing 50¢ handling-postage cost.

R-W CORP., WOODLAND HILLS, CALIFORNIA

Dorothy Lamour to Ettinger

Dorothy Lamour Inc., New York, new cosmetics manufacturer, has appointed Ettinger Advertising, New York, to handle advertising. The company expects to open a series of beauty salons marketing the Lamour line of cosmetics this fall (AA, May 2).

Buckley Joins Knox

Christopher H. Buckley has been named vp and director of sales and marketing of Knox Glass, Knox, Pa. He formerly was general manager of the aluminum container division of Kaiser Aluminum & Chemical Corp.

AMF Boosts Donovan

AMF Pinspotters, New York, has elected Jerry F. Donovan a vp. He is director of advertising and public relations.

MPO Videotronics in Midwest

MPO Videotronics, New York, tv commercial producer, has opened a new office at 921 Monroe, West Dearborn, Mich. Tom Thomas, formerly a free lance writer and director, has been named manager.

DMAA Announces Standards

Direct Mail Advertising Assn., New York, is distributing a folder containing its standards of practice. Six general standards and five specific standards have been established for members.

Naegele Acquires Badger

Naegele Advertising Companies Inc., Minneapolis, creator of outdoor and electrical advertising, has acquired Badger Outdoor Advertising Co. and will operate it as a subsidiary in Madison, Wis.

EWRR Names Marsh

Richard E. Marsh, formerly ad manager of Northam Warren Corp., Stamford, Conn., has joined Erwin Wasey, Ruthrauff & Ryan, New York, as an account executive. EWRR also has been named to handle advertising for Westminster Recording Co., New York, maker of hi-fi and stereophonic phonograph records. A fall schedule will include several business publications and consumer magazines. Wexton Co. formerly handled the account.

ABC Names Irish, Reinheimer

Loomis C. Irish, formerly a station additions salesman for ABC-TV, New York, has been promoted to the new post of manager of sales service for nighttime of the network. Peter Reinheimer, formerly an account executive on U. S. Steel Corp. with Batten, Barton, Durstine & Osborn, has been named assistant daytime sales manager of ABC-TV. He will report to Edward Bleier, vp in charge of daytime tv network sales.

WPST-TV Presents Heatter

Gabriel Heatter, veteran radio commentator, has entered television for the first time with a regular nightly newscast on WPST-TV, Miami. The familiar radio voice, which will continue to be heard over Mutual, took the plunge into tv as soon as he was free to do so under the terms of his radio network contract.

Robert Skinner Named Manager

Robert C. Skinner, eastern manager of *Mining & Quarrying*, New York, has been promoted to general manager.

PRIDE—*The new ad campaign for Bourbon deLuxe features veteran production men at the Kentucky distillery. The promotion by National Distillers Products Co. will run in outdoor and newspapers. Fletcher Richards, Calkins & Holden is the agency.*

Remington Rand, Nationwide, Launch Equipment Leasing

NEW YORK, Aug. 2—Remington Rand division of Sperry Rand Corp. has begun a lease operation, offering typewriters, adding and calculating machines and systems products on a lease basis.

Nationwide Leasing Co., Chicago, will underwrite the program.

Only advertising planned at this time is direct mail and ad mats through Remington Rand salesmen, plus mention of the availability of leasing in the company's regular product advertising.

Robert Sheridan, president of Nationwide, said his company expects to purchase about $15,000,000 worth of Remrand equipment for leasing during the next 12 months. #

Sturges Adds Daley Fixtures

Sturges & Associates, San Carlos, has been appointed to develop and direct advertising for Daley Store Fixtures Co., Menlo Park, Cal. A campaign will be planned for the western portion of the U.S.

Winn-Dixie Names Agency

The Tampa division of Winn-Dixie supermarket chain has named Florida Advertising Corp., Tampa, as its agency for all tv advertising.

YOU LEARN A LOT IN 33 YEARS

Storer Broadcasting Company has learned that responsible, responsive audiences are the keys to success in broadcasting. We've learned that the best way to develop such audiences is to operate in the public interest.

We've learned, too, that before you can sell a product or an idea, you first must earn your position within the community, both as a good neighbor and as a broadcaster of integrity.

For 33 years Storer stations have had responsible, responsive audiences. We are appreciative of this continued interest and confidence; and we will do everything within the bounds of good taste and highest community service to keep them.

STORER BROADCASTING COMPANY

33 years of community service

Radio	*Television*
DETROIT...WJBK	DETROIT.....WJBK-TV
CLEVELAND....WJW	CLEVELAND...WJW-TV
TOLEDO...WSPD	MILWAUKEE...WITI-TV
WHEELING...WWVA	ATLANTA.....WAGA-TV
PHILADELPHIA....WIBG	TOLEDO.....WSPD-TV
MIAMI...WGBS	
LOS ANGELES...KGBS	

NATIONAL SALES OFFICES: 625 Madison Ave., N.Y. 22, PLaza 1-3940 / 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

top-billing

AD AGENCIES

for their important color lithography work rely on The Regensteiner Corporation, now celebrating 50 years of service as one of the nation's largest producers of quality color printing.

Our 50th YEAR

REGENSTEINER CORPORATION

award-winning color/black & white lithography

Jackson Boulevard and Racine Avenue
MOnroe 6-4200 • Chicago 7, Illinois

New York office: 520 Fifth Avenue
OXford 7-0167

Du Pont Ads Push Nylon, Orlon in Carpets; Also 2 Carpet Manufacturers

WILMINGTON, Aug. 2—E. I. du Pont de Nemours & Co. will increase television emphasis on Du Pont carpet nylon and promote Orlon acrylic fiber's carpet applications for the first time on tv, in a fall campaign that also includes a large magazine schedule.

Three network tv programs will carry carpet commercials. They are "The Du Pont Show with June Allyson," which began Aug. 1, kicking off the tv portion of the campaign; Dave Garroway's "Today" show and the "Jack Paar Show" (NBC-TV).

J. R. Emery, marketing manager for rugs and carpets, said both Du Pont 501 carpet nylon and regular staple carpet nylon will be promoted "intensively" on "Today" and "June Allyson," while carpets containing Orlon will be seen on the Paar show.

PAT ON BACK—*This four-color page set for McCall's in November, promoting Orlon in carpeting (here by Alexander Smith).*

■ Du Pont will provide local tie-ins for retailers selling carpeting made of Du Pont nylon and Orlon in commercials on the Paar show

and "Today."

The consumer print media portion of the campaign devoted to nylon includes b&w spreads in *House Beautiful; House & Garden; The New Yorker; Sunset Magazine;* and the *New York Times* home fashions section, as well as a four-color ad in *Living for Young Homemakers.*

■ Four-color pages in *McCall's* in October and November will promote Orlon, naming two carpet makers using it—Masland and Alexander Smith. In addition, carpet mills using Orlon in their carpets will run ads in *Life, Living for Young Homemakers* and *McCall's.*

A continuing trade ad campaign will keep retailers informed on new developments in Du Pont fibers and aware of the support being given these products.

LUSCIOUS—*This four-color page in McCall's in October promoting Orlon carpet (here by Masland) is part of a fall campaign for Du Pont's nylon and Orlon carpeting.*

Starting in early September and continuing for about three months, Du Pont, in collaboration with mills making carpets of 501 carpet nylon and staple carpet nylon, will sponsor a promotion called "Nylon Carpet Time." The mills will supply retailers with kits which contain: a "Carpet Buying Guide" booklet; a three-dimensional cardboard tv camera focused on tv screens showing June Allyson and Dave Garroway; banners; fact cards and point of sale information.

Batten, Barton, Durstine & Osborn is the agency. #

Directors Issue Directory

Screen Directors International Guild, New York, has issued the 1960-'61 "Directory of Directors," its second annual edition. The book contains a list of 500 member directors for television and motion pictures, with their credits. Included for the first time is a list of area representatives and a list of assistant directors and script clerks of the East Coast, members of Local 161, IATSE. The directory also contains information about other screen industry unions and guilds, and a section on how and where to obtain permits for location shooting in New York. It is distributed free to producers, advertising agency men, tv sponsors, members of the press and other interested parties. Copies may be had by writing to the guild at 250 W. 57 St., New York.

McCall Corp. Reports Sales, Net Up in First Half

Net sales of McCall Corp. in the first half of 1960 totaled $42,668,842, up 18% over $36,261,740 rung up in the same period last year. Net profit for the first six months of 1960 was $803,861, up from $789,622 in the like period last year.

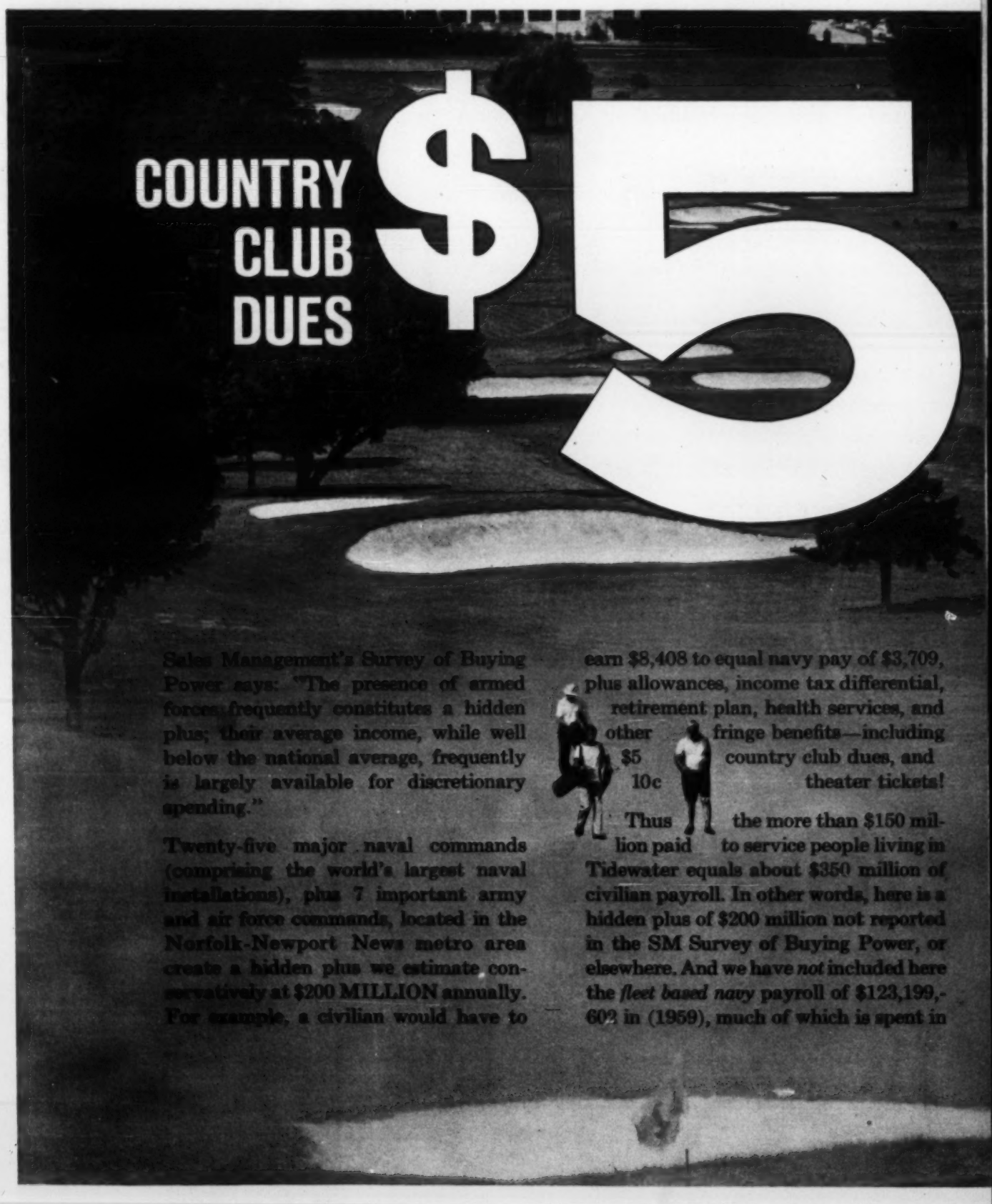
Net sales in the 2nd quarter of '60 amounted to $20,289,791, up from $17,643,028 chalked up in the corresponding period last year. Net profit for the period totaled $195,287, as against $193,949 in the 2nd quarter of '59.

Traffic World

is the weekly newsmagazine of transportation management* in every industry and in every mode of transportation

* the men who set transportation policies in their own organizations and collectively form the national transportation policy — industrial traffic managers, carrier executives, port authority traffic executives, public warehousemen, educators, government and military officials, transportation attorneys, chamber of commerce officials.

See our Service-Ad in SRDS Class. 148


COUNTRY
CLUB
DUES
$5
10c
Sales Management's Survey of Buying Power says: "The presence of armed forces frequently constitutes a hidden plus; their average income, while well below the national average, frequently is largely available for discretionary spending."
Twenty-five major naval commands (comprising the world's largest naval installations), plus 7 important army and air force commands, located in the Norfolk-Newport News metro area create a hidden plus we estimate conservatively at $200 MILLION annually. For example, a civilian would have to earn $8,408 to equal navy pay of $3,709, plus allowances, income tax differential, retirement plan, health services, and other fringe benefits—including country club dues, and theater tickets!
Thus the more than $150 million paid to service people living in Tidewater equals about $350 million of civilian payroll. In other words, here is a hidden plus of $200 million not reported in the SM Survey of Buying Power, or elsewhere. And we have *not* included here the *fleet based navy* payroll of $123,199,602 in (1959), much of which is spent in

FTC Hits Discounts by Westinghouse as Discriminatory

WASHINGTON, Aug. 3—Federal Trade Commission today charged that Westinghouse Electric Co., Pittsburgh, has given discriminatory discounts to some buyers of its automotive lamps.

Westinghouse, according to the complaint, allows its franchised distributors an 18% discount on orders of $250 or more, and grants an additional 5% to those whose annual purchases exceed $25,000.

The complaint alleges that distributors who buy less than $25,000 of the lamps a year are charged higher prices. It points out that only 33 of the 752 franchisees as of Jan. 1, 1957, bought enough lamps to qualify for the extra 5% discount.

General Motors Corp., through its AC spark plug division, received 29.2% discounts, the complaint stated. GM was then able to sell the lamps to its car and truck dealers at less cost than other Westinghouse wholesalers, FTC said.

The complaint charges that these price discriminations may substantially lessen competition and thus violate the Clayton Act.

Westinghouse is granted 30 days in which to file answer to the complaint. #

Stein Joins Warner Bros.

Max Stein, formerly creative advertising manager of 20th Century-Fox, has been named advertising manager of Warner Bros. Pictures, New York. Gil Golden, who has been national advertising manager at Warner Bros., has moved to 20th Century, where he is in charge of advertising, publicity and promotion for a special group of motion pictures. Ernie Grossman, previously a member of Warner Bros.' exploitation department in Burbank, has been named exploitation and promotion manager in the company's New York office.

Katz Starts News Pool

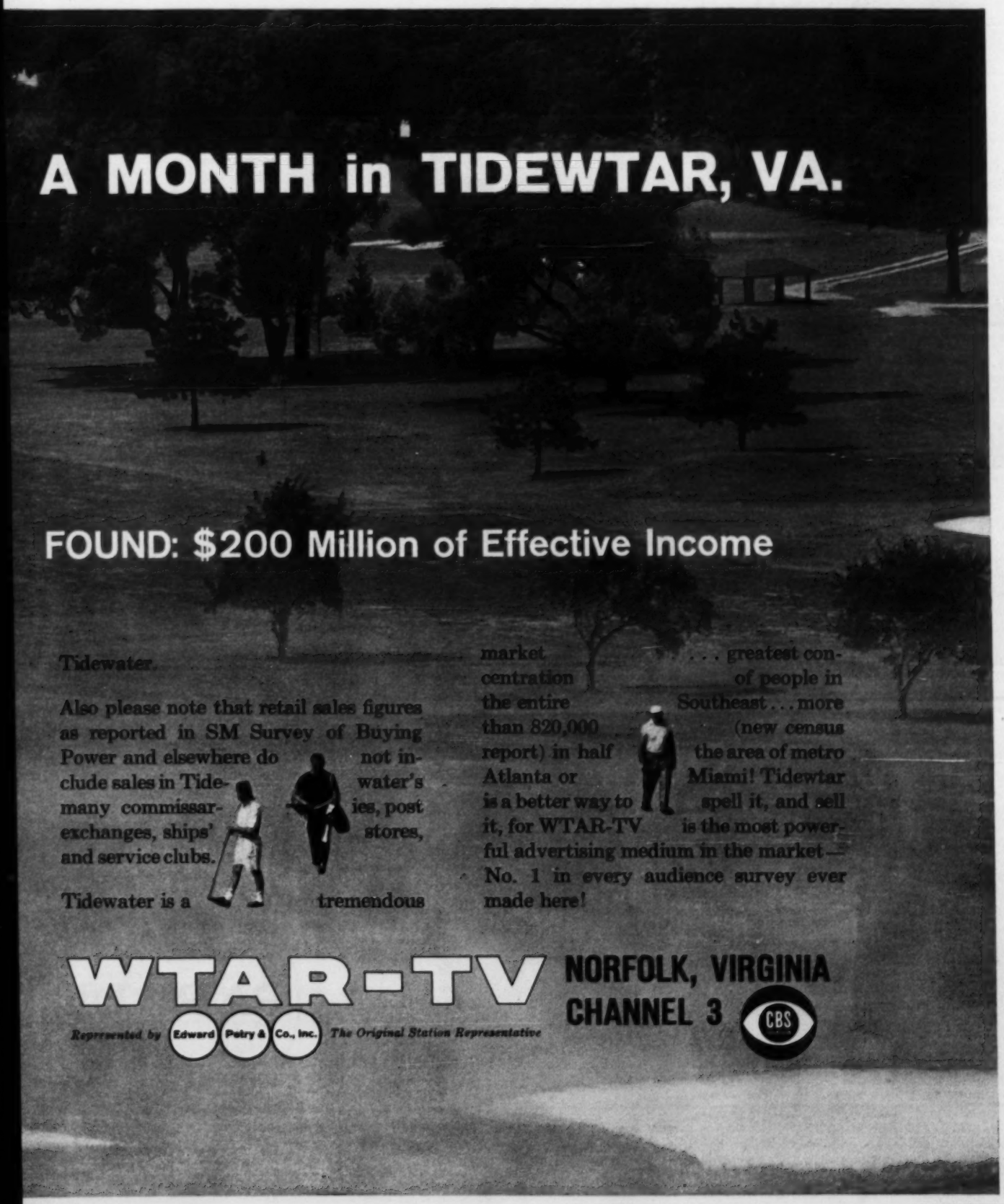
Katz Agency, New York, has compiled a "News Exchange Directory" as a service to its represented radio stations. The directory is intended to aid Katz stations in getting a news story quickly when it breaks in the area of any one of the cooperating stations. It includes a list of 35 stations, along with such information as news coverage area, personnel to contact, day, night and home telephone numbers of personnel, and live or tape-to-telephone facilities available.

James to Allen & Reynolds

Ken James has joined Allen & Reynolds, Omaha agency, as an account executive. He formerly was co-owner of Mackey-James Advertising, Omaha.

Wilson Connaughton Lane

AD GIFT—*Sunset Magazine, Menlo Park, Cal., has offered a full page of space each month to all major public service campaigns of the Advertising Council. Starting with its August issue, the magazine will carry an ad for fire prevention and will follow with ads for the Red Cross, Crusade for Freedom, and other projects boosted by the council. Flanking the fire prevention ad here is Allan Wilson, vp of the Ad Council; Charles A. Connaughton, regional forester, and L. W. Lane Jr., publisher of Sunset.*


A MONTH in TIDEWTAR, VA.
FOUND: $200 Million of Effective Income
Tidewater.
Also please note that retail sales figures as reported in SM Survey of Buying Power and elsewhere do not include sales in Tidewater's many commissaries, post exchanges, ships' stores, and service clubs.
Tidewater is a tremendous market . . . greatest concentration of people in the entire Southeast . . . more than 820,000 (new census report) in half the area of metro Atlanta or Miami! Tidewtar is a better way to spell it, and sell it, for WTAR-TV is the most powerful advertising medium in the market—No. 1 in every audience survey ever made here!
WTAR-TV
NORFOLK, VIRGINIA
CHANNEL 3
CBS
Represented by Edward Petry & Co., Inc. The Original Station Representative

General Mills Names Aymong Canadian Operation A.M.

General Mills Ltd., Weston, Ont., has named A. M. (Mike) Aymong advertising manager of General Mills' Canadian operation.

A. M. Aymong

Mr. Aymong joined General Mills in 1954 as a salesman and in 1956 was transferred to its Minneapolis headquarters. Most recently he has been product group supervisor, advertising, in Toronto.

Tanton Joins 'Look'

Charles Tanton, who formerly acted as a marketing consultant and president of Markets Pinpointed Inc., Ossining, N.Y., has joined *Look's* markets and merchandising department as packaged goods marketing manager in New York.

To Madison Avenue

No New York daily can be first in all classifications of retail advertising. But among the seven dailies, The Mirror is second in real estate, building supplies and electrical appliances. And first in others.
In nine classifications, Macy's puts The Mirror second in advertising among all New York's dailies.

Make The Mirror a MUST!

When you need real power

Next time you plan a special promotion, remember this: Parade tells your story to 10 million families in areas covered by 65 leading newspapers throughout the nation—the Sunday before your promotion starts. That's more in just one day than any issue of any other magazine can do in a full month.

PARADE

The Sunday Magazine section of strong newspapers throughout the nation, reaching 10 million homes every week.

Advertising Age

Feature Section

Farewell from the Eye & Ear Man

Bedell Cites Institutional Series

Color Change Freshens Repeat Ads

Tyler Picks Ten for July

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Jim Adams' Concepts of Creative Advertising Writing Recalled

Election, in June, of James R. Adams, principal in MacManus, John & Adams and writer of Cadillac automobile advertising for many years prior to his death in 1956, to the Advertising Hall of Fame by the Advertising Federation of America caused one one-time Adams employe to recall his relations with Mr. Adams, and to recollect the wisdom in a book Adams wrote in the late 1930s, "More Power to Advertising."

By Terry T. Howlett
E. R. Hollingsworth & Associates, Rockford, Ill.

Deserved, indeed, were the Advertising Hall of Fame's laudatory words about the late great James R. Adams, co-founder of MacManus, John & Adams.

The Hall of Fame's evaluation—"regarded as one of the creative greats in the field of automobile advertising"—only begins to describe him. It takes a complete reading of his immensely wise book, "More Power to Advertising," to really gauge the depth, wisdom, and perspicacity of the man.

I remember the day Jim hired me, a young copywriter for the MJ&A writing staff. A big, easy-going, soft-chuckling man, with owlish eyes and a look of perpetual enjoyment of life, he seemed surprised that I had read his book. "Nobody around here even knows I wrote it," he told me, with a detached sort of amusement as if it had happened to somebody else.

James R. Adams

■ Jim had a spacious, airy office in the Fisher Tower, looking northwest across Detroit's old trees and red-brick apartment buildings. He stood at the window, that crisp fall day, pointed to some geese winging overhead, and fell into a meandering monolog about his method of working.

"Creative people need things nice and quiet," he said. "They have to be free of distractions and interruptions, so they can think. Personally, whenever I have a new campaign to prepare [Adams wrote Cadillac advertising for many years], I take Jack and Olie [art directors], pack the Cadillac with typewriter, artists' boards, paper and pastels, and head north for the cabin.

"We take it easy for a day or two—fishing, playing cards in the evening—occasionally talking a little bit about the campaign—exploring a fresh trail of thought, more or less. Then, when we begin to sense something shaping up, we stick close to the cabin, with typewriter and pencils beginning to work. We usually come back with a complete campaign, inside of a week. I'm sure it would take much longer were we to try to work it out at the office. Interruptions—the telephone, the continual callers one must see—the day-to-day details—are the enemies of creative effort. Around most offices, you just can't get time and solitude enough to think."

■ He reached in his desk drawer and pulled out a blueprint.

"Some day, I'm going to install a battery of small rooms," he explained, pointing a pudgy finger at the plan on his desk. "They will be soundproof, carpeted, with a small desk, a stack of paper, a glassful of sharp pencils, and a typewriter. And they will have an inside lock. When a man's in there, he will be uninterruptible. There will be no telephone. He will be completely out of touch. He will be doing what we pay creative people to do. He will be *thinking*."

Jim looked very pleased with his plan. "I will call them simply 'Quiet Rooms,'" he explained.

* * *

"More Power to Advertising," which Jim Adams wrote 23 years ago, is filled with so many gems of wisdom that it's hard to select even a handful without feeling you're neglecting an awful lot of others. But here—in tribute to one of advertising's great minds and big hearts—I'd like to quote a few of the passages that inspired me as a copy cub, and still—20 years later—are refreshing for the easy-going style, the quaintly original analogies, the solid Franklin-like common sense and logic, that characterized James R. Adams:

"An advertiser should be beside himself with joy whenever he sees an opportunity to spend more money for advertising. And he should feel that something is wrong somewhere whenever he finds it necessary to draw in his advertising horns."

* * *

"If an advertising writer wants to get a response from his reader, he had best be concerned first of all with *what* he says, rather than how he says it. Idle words, skilfully put together, can make good reading, but they can't provoke active thinking."

* * *

"If the writer had to lay down one rule for improving American advertising, he would specify that advertising men take more time to work out their underlying purposes and objectives. Being primarily creative, they are too anxious to draw pictures and write copy . . . If you have an advertising job to do, begin by taking time out to think. Know where you are going before you start . . . Creative work becomes a long and arduous task only when you are unorganized in your thinking."

* * *

"If you have to look far beneath the surface for an answer to your advertising problem, it is likely to be the wrong answer—even if you succeed in finding it. Advertising must be so obvious that anyone can see and understand it. Otherwise, it isn't advertising. It is a conundrum."

* * *

"Copy and art should be twin brothers, playing on the same team. What one of them says with a picture, the other should say with words . . . Art should illustrate the story. It should give point and purpose to it. It should actually suggest the story itself—for the benefit of those who look but do not read. And there are millions of these."

* * *

"A great deal of advertising is prepared, not for the public, but for other advertising men . . . It is much as if a surgeon performed his operations for the benefit of the gallery, rather than for the welfare of his patients . . . The man who can't get it through his head that advertising is salesmanship, and not an art, ought to go off somewhere and compose sonnets to his mistress' eyebrow—or paint landscapes on the side of a mountain. Let him do something just for the fun of it."

* * *

"The small advertiser ought to appear before his audience just as often as the big advertiser, for consistency is needed by one just as much as by the other. The small advertiser has no choice but to compensate for his lack of money by running smaller advertisements in less expensive space. In fact, he may need even more frequent appearances to make up for the lack of impressiveness of his smaller copy . . . Many an advertising failure could have been turned into an advertising success by the application of this rule." #

Salesense in Advertising . . .

Directness and Simplicity Are Keys to Forceful Advertising Copy

By James D. Woolf
Creative Consultant

The shortest distance between two points is a straight line.

St. John demonstrated this when he portrayed, in a sentence of two short words, the sorrow of his Master: *"Jesus wept."*

James D. Woolf

Another writer, unskilled in the art of simplicity and directness, would have drawn a less graphic picture in a sentence of 20 or 30 words.

"Jesus wept." Simple, clear, direct—yet pregnant with meaning and powerful in its appeal to the imagination.

If brevity is the soul of wit, it is also the soul of charm and force. But I am not thinking of brevity in the mere form of briefness; I am thinking of it in terms of simplicity, of directness, of clearness, of accuracy.

■ It may be, at times, that "the longest way 'round is the shortest way home," but this is seldom the case in advertising copy. Nearly always the simplest and most direct form of statement is the most beautiful and most forceful.

Herbert Spencer says, "Regarding language as an apparatus of symbols for the conveyance of thought, we may say that, as in mechanical apparatus, the more simple and the better arranged in its parts, the greater will be the effect produced. In either case, whatever force is absorbed by the machine will be deducted from the results . . . Hence, the more time and attention it takes to receive and understand each sentence, the less time and attention can be given to the contained idea, and the less vividly will that idea be conceived."

Spencer calls attention to the greater forcefulness and clearness of Saxon English, or rather non-Latin English. For the precise reason given by Spencer, the copywriter should use the simplest possible words. What applies to words also applies to sentence structure. In copy directed to ordinary people, or to anybody for that matter, there is no place for long, involved sentences. There should be little need for the semicolon—paragraphing should be generously done. And always, for the sake of clearness and force, *specific* words and terms should be used.

■ Another important consideration is the arrangement of the parts of the individual sentence and of the whole structure. The topic theme should ordinarily be stated clearly and succinctly at the outset and held to as closely as may be throughout the composition. The development of the theme should not hop hither and thither, as it were, but should unfold itself in a logical and orderly fashion—A, B, C, D.

A fairly common practice is the "blind" or "teaser" approach. The copy leads off with meaningless headlines like the following, all of which have been taken from current publications: "Better and Better," "Few Men Know This," "Every Once in a While," "What Would You

Do?" "Mary's Secret."

I can see no merit in indirect approaches of this kind. If the real meat of the subject is so lacking in interest that it is not worthy of being featured in the main lead, the reader's attention will be lost, anyway, the moment he gets into the copy. If, on the other hand, the topic idea does have interest, it should be presented simply and directly at the very start. In this way one can be sure of at least catching the attention of those who have an interest in the subject, whereas the blind headline may lose them.

The shortest distance between two points is a straight line. #

Tips for the Production Man . . .

Use a Fresh Approach with Change of Colors

By Kenneth B. Butler

When a two-color ad is to be repeated several times in a specific publication or is to appear concurrently in a group of books which reach a duplicating audience, here is a fresh approach:

Use a different color for each magazine or insertion. All standard second colors cost the same, and all special colors cost the same. No change in the ad plate is required. When ads are designed with this color switch in mind, major changes in color separation can be made, involving not only color tint blocks, but headlines, illustrations and photos. Engraving costs will not be increased.

Special colors cost about 5% more than standard colors and often are worth it because of the distinctive and subtle shades you carry as contrasted with other advertising.

One such campaign found a specific ad presenting four different "faces" over a period of four insertions, the first carrying an over-all color tint block of soft rose as a background, changing in subsequent insertions to warm gray, to soft blue, to a spring green.

Another company utilized the same plate but changed the headline each time the ad was repeated. Thus the ad was freshened up at a cost of only about $5 per insertion for a zinc engraving of the new headline. (All the headlines can be etched as one plate, then sawed apart.)

• • •

Another interesting re-use of a publication ad plate that caught our attention recently consisted of a straight reprint of a single-color full-page ad, with these exceptions:

1. The ad reprint was printed in maroon ink instead of black.
2. The reprint was done on pink Kromecote stock with an effective high gloss.
3. The margins were oversized, giving a lush, work-of-art aura to the whole thing.
4. Accompanying memo and reply card were printed likewise on pink stock.

We understand the mailing outpulled their customary ad reprint mailings about three times over. #

Employe Communications . . .

Humor in the Company Press

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

Whether the company press, through its journals for employes and for external groups, should include humor in the editorial fare has long been a debated issue. Some companies feel that humor of any type would tend to degrade the publication and to lessen the dignity of the company. Other companies feel that a page of jokes, or an occasional cartoon might—as Irvin S. Cobb once expressed it—inject a raisin into the tasteless dough of existence.

Among those on the fence are the more cynical members of the work force and certain officers of unions, who appear to feel that the company press is often funny enough as it is and needs no embellishment.

■ The fact probably is that, in more recent years, the company press has become long-faced as a result of its discussions of the heavier economic issues. In the old days a little buffoonery was expected and welcome, particularly in those concerns that ran chit-chat columns. Today a few syndicates supply cartoons for company papers, and there appears to be a slow, gentle swing toward the revival of a little good humor in publications for employes.

The Bell System papers for years have been edited with somewhat of a deft, good-natured touch, and if something appeals to a Bell System editor as funny enough, he manages to work it into the employe paper. The editor of the "News" for Southwestern Bell Telephone Co. in St. Louis, for example, recently assigned a full page to a possible—but not probable—local-level situation (see cut).

"We've invented a transistor so small it can barely be seen by the naked eye and now we can't find it."

Occasionally the reviewer spots a glimmer of humor in the editorial page, perhaps installed there to lift some of the burden from the presidential message which may have been unduly ominous. One editor, who deliberately uses a humorous article from time to time, explains it away simply by saying that "you can't peddle gloom forever. People get tired of reading it, no matter where it is."

The external publications—particularly those for the sales force—generally do a much better job of purveying a few laughs than the more somber internal papers. The editors of externals aim for cartoons that apply to the industry or company, and often use a column of jokes somewhere in the publication.

What's the proper approach to the whole topic of humor in company publications? A fair answer might be this: If the publication is such that the company even considers the introduction of humor, then it must obviously be pretty humorless in the first place. The logical maneuver is to leaven the whole product—to compensate for the heavy economic material with something lighter. The editor who can't do that has no business being an editor; the company that won't do that had better examine more closely some of the successful techniques of modern publishing. #

The Creative Man's Corner . . .

Writers Arise!

You say to yourself, all too many times, "How can I arrive at an ad that will be unique? How can I give it a character that will be unlike the character of any other ad in its particular field?"

So you wind up with an ad like this one for Japan Air Lines. It is definitely different from the advertising of any other air lines. But, when you

study it, when you read it and try, as sensitively as you can, to determine what it does to you, you find yourself left with the feeling that it is different, all right, but beyond that it is pretty neuter. The illustration tells you more about Japan than it does about Japan Air Lines and the copy tries very hard to tell you things that might more clearly have been conveyed with an illustration of the product, not the destination.

We wonder at what point the unconscious interiors of copywriters are going to revolt against trying to do in words what has not been done in product substance. It may well be the point at which a decent respect for craftsmanship suddenly outweighs the ego—that wants to shine and take a bow and be given credit for a job that means more to the client than the unknown and unnumbered readers who are left enormously unmoved by it.

When that revolt takes place, advertising will explosively take off from its present dull level of mediocrity. #

What They Were Saying 25 Years Ago . . .

Front page story (AA, Aug. 5, 1935):

Resignation of Leo Burnett as vp, and acquisition of Gerald Page-Wood have been announced by Erwin, Wasey & Co., Chicago.

Mr. Burnett, who has been in charge of the creative department, will form his own agency in Chicago, according to present plans. He has established temporary headquarters in the Palmer House. Mr. Burnett will handle the advertising of Real Silk Hosiery Mills, Indianapolis . . .

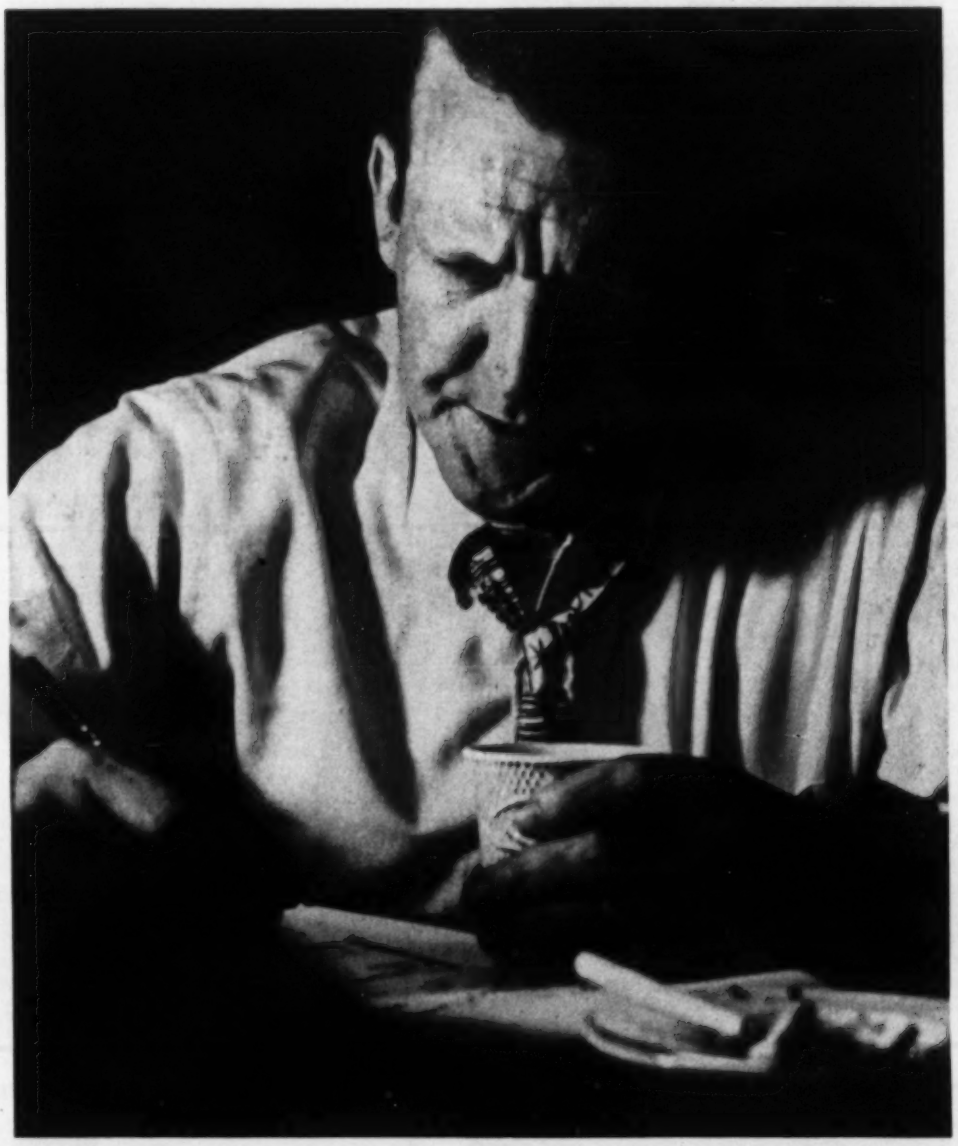
A thought on our 25th Anniversary

Let others have
gray suits and homburgs,

We'll stick to
black pencils and pads.

The life, core and heart
of our business,

You're right–
it's making the ads.



We work for the following companies: Allstate Insurance Companies • American Mineral Spirits Co. • Atchison, Topeka & Santa Fe Railway Co. • Brown Shoe Company • Campbell Soup Company • Chrysler Corporation • Commonwealth Edison Company and Public Service Company • The Cracker Jack Co. • The Electric Association (Chicago) • Green Giant Company • Harris Trust and Savings Bank • The Hoover Company • Kellogg Company • The Kendall Company • The Maytag Company • Motorola Inc. • Philip Morris Inc. • Chas. Pfizer & Co., Inc. • The Pillsbury Company • The Procter & Gamble Company • The Pure Oil Company • The Pure Fuel Oil Company • Star-Kist Foods, Inc. • Sugar Information, Inc. • Sunkist Growers, Inc. Swift & Company • Tea Council of the U. S. A., Inc.

LEO BURNETT CO., INC.

CHICAGO, Prudential Plaza • NEW YORK • DETROIT • HOLLYWOOD • TORONTO • MONTREAL

Honest, Provocative, Intriguing to the Last . . .

'I Have Nothing More to Say, So I'm Quitting Column,' Says Famed Eye & Ear Man, in Farewell to AA Readers

When Advertising Age asked Rod Erickson, then a tv-radio vp at Young & Rubicam, New York, to write an anonymous column on broadcasting, we did so because we knew Rod was as "inside" the business as anyone could possibly be, and because we respected his judgment, his knowledge, his fierce independence, and his integrity. The business needed someone to speak freely, with wisdom and—when necessary—with indignation and force. Rod Erickson has done so, for seven years.

Now, with typical forthrightness and honesty, he presents us with the "farewell" column which we reproduce here, and at the same time withdraws the cloak of anonymity. This is beyond doubt one of the most interesting documents we have been privileged to print.

We shall miss Rod Erickson's sharp, incisive comments on the business of broadcasting and broadcast advertising. It is our firm belief that he has contributed mightily to better understanding of some of the basics of the medium, and has done more than most to belabor the phonies and the chiselers who have from time to time threatened to downgrade this exciting young giant.

Rod Erickson

An open letter to readers of this column:

Seven years and more than 300,000 words ago, I was invited by the editors of Advertising Age to write a column about the radio and television industry. They were exciting years and the problems were profound.

Cloaked in the smoke screen of anonymity I was permitted to voice frank thoughts on many subjects that would have been impossible had I signed the articles. Basically, I consider anonymity cowardly, but, because of my position as an officer, a large advertising agency would have been embarrassed by the frank talk in this column that, from time to time, took a point of view somewhat opposed to the best interests of agencies, talent agencies, advertisers and networks. It would have been unfair to subject my company to pressures because of a point of view that was honest but personal.

■ Of all the crusades conducted, the one I enjoyed the most was the color crusade in which, as a prophet, I turned out to be one hundred per cent wrong. I still believe in the ultimate principles of color, but my timetable is still going to be hyperconservative.

Other crusades which have been challenging and provocative have been against any form of bribery, payola, or kickback, at Christmas or any other time. Defense of the principle of rewarding advertising agencies for over-all sales counseling as opposed to a cutback on the 15% on television packages was and continues to be a primary function of my debates in or out of print.

The interpretations of the magazine concept and the proper pricing of television have been other joys of this column, as well as the explanation of the least common denominator audiences necessary to a mass medium.

■ Regretfully, I watched radio fade away during these seven years as a topic of discussion, even though it still exists as a good media buy. I now fear that the television medium will also slip slowly away from new topics on a week-to-week basis and take its place with other media as an old established business unworthy of regular comment. In case you haven't guessed, this is the reason for this farewell letter, friends.

Seven years ago I sat with my friends in every aspect of broadcasting and we were engaged in philosophizing and pioneering. Subsequently I watched many changes which made the subject of television from the point of view of the advertising agency change from active production to shrewd individual media buying, with negotiations conducted on an individual basis, without generic reference, and based primarily on the old-fashioned laws of supply and demand.

During these years I myself left the agency business to become diversified in the broadcast business with my own company. I find this change personally stimulating and comparable to the exciting days in the agency business when television was expanding into every client's budget and programming was based on judgment.

I think back with profound pleasure on the letters—pan and fan—I got from friends, and the reprints of these articles that were circulated to me in the course of business. The fiery discussions that accompanied some of my vitriolic attacks at the luncheon table were almost provocative enough for me to acknowledge the authorship and start the fist fight. But few people ever knew, and only a few even guessed or suspected.

■ Lately, you may have noted that the columns have appeared less regularly than in the past. The reason for that is the simple fact that I had nothing to say. It is impossible to write a forced column like this and newsworthy editorials were simply lacking, in my opinion. As a matter of fact I find my colleagues on trade papers living in the same kind of dried up news atmosphere.

It is true that television has grown up as a medium. Standards have been evolved which make the practice of television advertising as routine as magazine or newspaper advertising or radio in its present form. Anyone who can read a rate card and a Nielsen book and has the ability to negotiate a deal can handle the case. The days of guessing whether a show will be a hit are almost historical, so far as agencies and advertisers are concerned.

■ The major function of the agency as I see it is to turn out a great commercial. My colleagues on this publication are doing a first rate job of analyzing the current crop of commercials, techniques and costs, and I bow low to them and urge them to do it every week. As for myself the inkwell has run dry and the fire has been banked. I want to thank the editors for their tolerance and consideration over the years and I would like to reserve the right to send them from time to time a fiery exposé of something or other when the spirit and honest indignation move me. Should they select another Eye and Ear Man I pledge him my anonymous cooperation.

To you, kind reader—and I know that many of my friends are in this group—I am sure you understand that there never has been anything personal in these comments. It has always been our way of arguing. The most frank and forthright expressions of opinion are forgotten when the bell rings and school is over. Without a frank and direct expression of opinion this industry cannot last.

And so goodby for now and thanks again.

Rodney Erickson

Learning from the Retail Ads . . .

Series Rings the Bell

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

Here are two ads of an extended institutional series. Nice!

Unlike most institutional efforts, this program is not a now-and-again, in-and-out occasional effort as an idea strikes. It is part of a deliberately planned program to win a staunch and happy and profitable rapport between women and a store. I am not in a position to report results, but I would venture the estimate that these ads have netted the store more in sales influence than the same money would have achieved spent in straight merchandise ads. What more could an advertiser ask?

Although the illustration subjects are commonplace, the pictures themselves are not trite: they are fresh. Could anyone do better with the wistful girl? The copy is good. Too long? Copy is never too long if it is interesting and service-rendering.

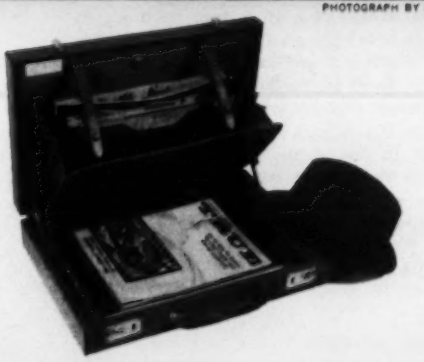
■ Institutional advertising, like any other advertising worthy the name, must sell—an idea, an institution, a department, a theory, a viewpoint. Selling is the art of inducing or persuading someone to exchange something he has for something else. I believe this copy causes women to exchange their current ideas of a store, for ideas more favorable to the store's progress and profit. #

To the first grade teacher...

Just what is a wife worth these days?

PHOTOGRAPH BY DAN WYNN

THE 'TRUE' MAN WORKS TO LIVE!



The largest all-male audience you can buy (there are 2,500,000 True readers every month) is unique for more than its size.

These are *not* the men you talk to in the weekly magazines. For two reasons, they have a different attitude toward a dollar:

1. Though 6 years younger than weekly readers, they're crowding their elders in income. Means they're moving ahead *faster* than others – confidently anticipating *bigger* incomes than others–freely indulging *stronger* motivations to buy now.
2. They still feel that first fine flush of the Acquisition Age. Having acquired families (83% are married), they're zestfully grasping the fun of travel, sports, luxuries, socializing–all with a fresh, it-never-happened-before enthusiasm for life.

Not as canny as their elders. True. They don't have to be. Not as conservative in their tastes. True. They don't want to be. More impetuous about a purchase. True. They know it's for now, not for always. More adventurous as men, they find the advertising pages of True a happy hunting ground for coveted new adventures in good living.

True, the Man's Magazine, offers you the only market in America where you can talk to him on his own ground.

©1960 FAWCETT PUBLICATIONS, INC.

FAWCETT...SALESPOWER IN DEPTH

Tyler Picks Ten for July . . .

More Ads Like These Should Boost Total Readership

By William D. Tyler

It has long been known that a magazine advertisement in a thin issue will attract a larger audience than the same ad in a thick one. This intelligence has never been of too great value to advertisers, since the thin issues come along at a time when the reader is neither in a mood nor a position to act upon the advertising; i.e., Christmas week or worse.

William D. Tyler

However, this fact is the silver lining in the magazine space-selling cloud at the moment. Hand in glove with the over-all drop in pages over the past few years has come an almost corresponding rise in the readership per ad. Almost, but not quite. The increase in noting is not equal to the drop in pages. Each ad is more efficient, but total advertising readership per issue is off. That says, to me at least, that we need fewer dull ads, and more of the sort you see here.

Chrysler's Simca

Here is an ad that does not discourage reading. It ran in limited media, however, and you may have missed it. Its aim: to tell women that the Simca is both reasonable and smart. Does it pretty well, too. Denis Altman's headline, "I am on to Margie L. Hobson," jumps off the page. His copy: "A Simca like hers, with all that fancy stuff in it is just not that high-and-mighty expensive! Less than one month's salary down. And payments practically nothing because of the gas money it saves. Margie L. Hobson and her fancy new car, huh? Just wait until payday. Then see who's so exclusive!" Dick Klaner of Richard Meltzer in San Francisco was the art director.

Pepsi-Cola

Whether or not the new campaign for Pepsi sends you, with its "relax with Pepsi" theme, one thing about it seems dead right and long overdue: it tries to pick a fight with Coca-Cola. The best thing Pepsi can do for itself is to get people to look at all two, if I may coin a phrase. This advertising seems to be doing just that. "No other cola had better make these claims," and all the other references to "our nearest competitor" serve to remind people that Pepsi is big enough today to get in the same ring with the champ. Best thing that could happen to Pepsi sales would be to have Coca-Cola pick up this advertising gauntlet. John Bergen of BBDO is the copy supervisor, Ralph Amirati, the art director.

Coca-Cola

But so far, oblivious to the yapping at its heels, Coke advertising goes on its own chosen way. The ad that shows a young couple holding hands under a drugstore table while clinking glasses with their other, is just about as All-American as you can get, an image that fits Coca-Cola very well indeed. Copy was by McCann-Erickson's Roger Purdon, layout by Frank Baker. Even better was the introductory newspaper ad for the new king size. Extremely simple, the brilliance lay in the graphic presentation. Layout by Tom Davenport, copy by Dana Blackmar of McCann's Marschalk division.

Barney's Clothiers

"Calling all men to Barney's," a radio spot accompanied by the wail of a police siren, was a New York sales success story before the war. It established this men's clothing establishment, located in an unfashionable, inconvenient spot, as the place for low-priced clothing values. Today, the store finds itself in need of a little uplift for its image. Its agency, Mogul, Williams & Saylor, seems to have provided the answer with a series of full-page ads that uses Barney's location as a foil against which to point up its popularity. An ad headed, "The Saturday 10:18 from Darien," tells story of commuter who can't spare time during week to get to Barney's, makes special weekend trip. Another is headed, "Why does a man who lives at 67th & 5th/ works at 47th & Park/ shop at 17th & 7th?" The answer: widest selection of famous-brand suits in town. Sales response, I am told, has been phenomenal. Copy by Seth Tobias, layouts by William Jacoby.

Wallachs Men's Wear

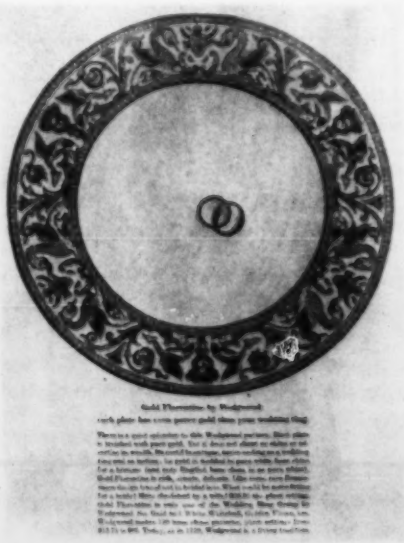
While Barney's is busy building its "image," a local competitor already has his made. This is Wallachs, the firm that longsightedly started years ago to build a personality for itself as a friendly, relaxed, helpful kind of establishment where customers were never high-pressured into buying. As you probably know, this took the form of small-space newspaper ads, usually all-type, written by Les Pearl. Two current ads are headed, respectively, "How do you *tie* them?" and, "How do you *lace* them?" Subject: shoelaces. One demonstrated a way to keep the knot from working loose, the other a way of lacing that fits the instep. Fascinating. A good man can find news anywhere.

Smirnoff Vodka

Smirnoff is one of the big advertising successes of recent years, so this lighthearted newspaper ad should be viewed with respect. I like it because it's audacious, an outstanding characteristic of the main campaign. "Orange juice is delicious even without Smirnoff," is more than just a stopper. It leads beautifully into the "tasteless" theme: "What does Smirnoff in orange juice taste like?" "Just like orange juice." Milton Goodman of Lawrence C. Gumbinner Advertising Agency has been Smirnoff's guiding creative light. Henry Marshall wrote this ad and Herschel Bramson was the art director.

Wedgwood China

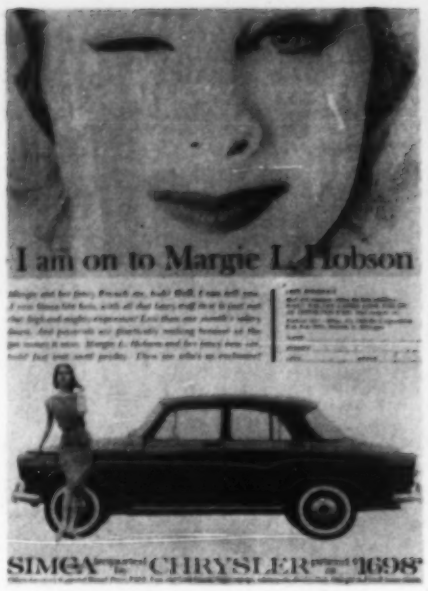
This magazine ad is notable in its category for two reasons: its use of white on white and the fact that there's an idea in the ad. The idea is illustrated by the wedding ring on the plate and Paula Green's headline: " . . . each plate has even purer gold than your wedding ring." The layout technique is not only arresting: it makes sense. Art director Bert Steinhauser of Doyle Dane Bernbach used it to dramatize the whiteness of bone china.



Wedgwood China

Florida Development

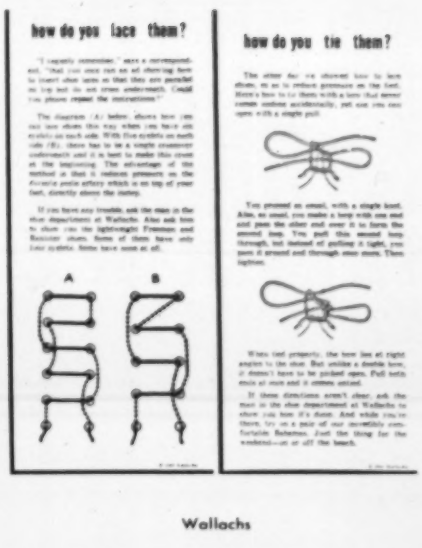
Down in Florida, some ex-BBDO-ers are having fun with an agency in Fort Lauderdale. For a development named Summerplace, Olsen & Gustavson headed an ad: "For sale: Nice fresh husbands . . . with batteriesrecharged." This last long word caused trouble. It seemed suggestive to some papers, ungrammatical to others. Henry Kinney's good and long copy appealed to the wife "to get more wear out of your husband by introducing



Simca

Barney's Clothiers

Pepsi-Cola



Wallachs

Coca-Cola

Smirnoff Vodka

Who reads CHICAGO'S AMERICAN?

"I do," says Hughston M. McBain

Hughston M. McBain, president of Children's Memorial Hospital and retired Chairman of Marshall Field and Company, stands behind a scale model of the hospital's existing buildings and proposed addition. With him are: Dr. George C. Turner, president of the Chicago Medical society; Mr. John C. Eller, president of the Chicago Hospital council; and Mr. Delbert L. Price, administrator of Children's Memorial Hospital.

"I read CHICAGO'S AMERICAN because it's an informative and exciting newspaper. But that isn't the only reason. I admire the way CHICAGO'S AMERICAN publicizes and participates in worthwhile projects for civic improvement. An example is a project close to my heart—the new Children's Memorial Hospital 5½ million dollar addition. I appreciate such support."

Hughston M. McBain

CHICAGO'S AMERICAN

Wholly Owned Subsidiary of the Tribune Company, Chicago, Illinois

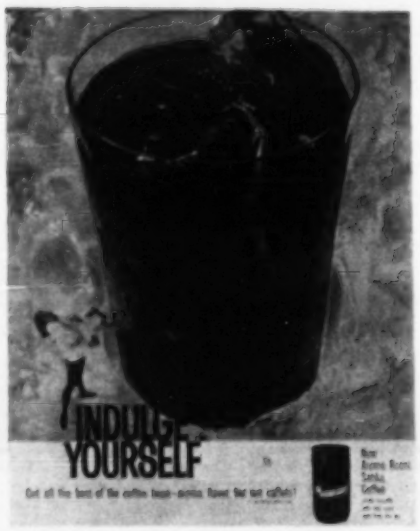
him to Summerplace. A half mile of beach, wonderfully deserted. Trees are left to stand and cottages are tucked among them. Roads are only shady lanes. Summerplace is a barefoot place . . . " Twenty-five sales are accredited to this one ad. Not bad. Kurt Welanetz made the layout.

Midas Mufflers

The conceit of gilding a muffler and sticking a bouquet of posies in its tailpipe to dramatize the "quietest mufflers on the road" is just about as far north as you can go. If anything else were needed, a bumblebee circling the flowers would be it, and art director Robert Fryml has supplied that, too. The ad says at a glance that this is *the* quality muffler; it visualizes the name, and defies you to pass the page by. Idea was Edward Weiss' Lee King's; copy by Bob Wanamaker.

Midas Inc.

Summerplace



Sanka

Sanka Coffee

The good Sanka campaign that uses outsize cups to dramatize that you can drink all you want (almost caffein-free) reached its apogée (French word meaning "Wow!") this month with the ad that features a giant glass of Sanka embedded in a sea of ice. Art director Dick Olson's added touch of an ermine-jacketed babe in a red leotard turning a whimsical spigot on the side of the glass, turned this into a true stopper. Young & Rubicam's Bill Brownell and Sue Rothman are the writers. #

grams and of many deals. And I might add that the majority of these same programs, in their wholesale-retail facets, also appeal to the lowest intelligence levels of the distributing trades.

■ Now it so happens that there is a distinct correlation between intelligence and income. That, of course, is a dangerous statement to make. Yet, while it is possible to dredge up innumerable examples of a low mental order and a fat checkbook —the fact remains that there is a higher degree of intelligence (as intelligence is usually measured by our psychologists and sociologists) among families with higher incomes. And there is also a higher degree of business acumen among distributors with substantial businesses than among Momma, Poppa and Rosie wholesalers and retailers.

I am regularly damned when I make that observation. I am charged with fascism and with other horrible dogma. But while I cannot present the evidence in a column of this size to which I am limited, I see not the slightest reason to modify in any way my conclusion that there is a definite correlation between higher intelligence and higher family income, and between higher intelligence and higher business income—which obviously does not imply that there are not many exceptions to this rule, especially among a few of our giant corporations!

One fundamental involved here cannot be disputed: Our higher income families represent the great market for everything above the sheer necessities of life. Interestingly, they also represent the great market for some of those items that we consider today to be necessities. For example, I understand that 50% of shampoo sales go to 9% of our population. Even more startling, I am told that almost half of the total volume in dentifrices is accounted for by 13% of our families!

■ If the marketing world will grant—even grudgingly—that our higher income families are blessed with just a slightly higher degree of intelligence (which is one of the components of sophistication), and since these families are really the target for most of the merchandising hypos, then wouldn't it make sense to analyze these shoppers more carefully *before* planning a merchandising stimulant?

For example: As a per cent of total families, surely a much smaller percentage of these families will enter a consumer contest—especially one involving "I prefer Blank's Because——."

For example: As a per cent of total families, surely a much smaller percentage of these families will buy an item in order to get a paring knife at a (presumed) special price.

For example: As a per cent of total families, surely a much smaller percentage of these families will mail in a box top in order to get a refund of a few cents.

For example: As a per cent of total families, surely a much smaller percentage of these families will buy a brand because of a superficial feature dreamed up by a merchandising man in a desperate search for a lure.

■ When research discloses (as the research study quoted at the start of this column indicates) that our more intelligent, more sophisticated families are the *least loyal* of our shoppers, isn't that, of and by itself, a condemnation and a damnation of much of the current crop of merchandising stimulants? Doesn't it carry with it the clear implication that much current merchandising (and much current advertising, too) falls far short of the requirements of the level of sophistication of those segments of our shopulation who control the discretionary buying purse strings?

Perhaps the time has arrived when merchandising managers, marketing managers, sales managers, and many people at advertising agencies might conclude that the market at which they are aiming consists largely (not entirely, but largely) of people just about as intelligent, just about as sophisticated as they themselves may be. This might hurt the ego, but that would be only a temporary damage because a rising curve on the sales chart could restore the ego rather quickly. #

On the Merchandising Front . . .

Too Much Merchandising Aims Down

By E. B. Weiss

A recent study among food super shoppers, reported in *Super Market Merchandising*, disclosed that the most disloyal shoppers tend to be in the upper socio-economic levels. This is indicated by such facts as the following:

E. B. Weiss

1. The disloyal shoppers tend to have high school or college educations.

2. The disloyal shoppers tend to be concentrated in the white collar occupational groups.

3. The disloyal shoppers are concentrated in the densely populated areas.

Now I do not report this survey because it is astonishing that a correlation clearly exists between shopper sophistication and shopper disloyalty. (In several AA columns, and in a deep study I directed for Doyle Dane Bernbach entitled, "The New Era of the Sophisticated Shopper," I made this very point.) Surely it is obvious that there is too little difference between one food super and another to induce many *intelligent* shoppers to give one store its unvarying loyalty.

■ But what *does* astonish me is to note that so little merchandising by manufacturers indicates a recognition of the basic premise that today's *best* shopper for *discretionary* purchases has acquired a remarkably high degree of sophistication. Certainly, if there were more awareness of the giant share of market for most merchandise accounted for by more intelligent shoppers, there would be fewer merchandising (and advertising) programs geared down to the lowest grades of intelligence.

I get the very distinct impression that many (if not most) merchandising programs designed to give the line a powerful hypodermic are almost instinctively aimed at the least sophisticated segments of our population. This is true of by far the majority of consumer contests, of many (and maybe most) premium pro-

What They're (Really) Saying . . .

—By W. H. Everett

"Pull this during the live commercial, kid—and I'll tear your head off!"

If you are a thinking man, filter these facts:

There's no market like the Fort Worth market — out where the Wealthy West begins! Where the men are men and the women are women — intent on spending their money.

Yes, those cattle trails of old have turned into vapor trails of gold and Metropolitan Fort Worth is booming. Aviation, oil, grain, manufacturing and food processing are making "Cowtown," U.S.A." one of the most important markets in the nation. Proud of their heritage, the people are alert and progressive, big earners and big spenders, dead set on doing things up right.

And . . . the Fort Worth Star-Telegram is where they look first to buy!

P. S. You get an extra bonus of 99 *other* wealthy West Texas counties, covered each and every day by the Fort Worth Star-Telegram.

THE BETTMANN ARCHIVE

FORT WORTH STAR-TELEGRAM

Amon G. Carter, Jr., Pres. & Nat'l Advertising Director
Ralph D. Ray, Nat'l Advertising Manager

LARGEST COMBINED DAILY CIRCULATION IN TEXAS

without the use of schemes, premiums or contests
"Just a good newspaper"

FLASH! The Fort Worth Star-Telegram and the Dallas Times Herald will *jointly* publish one gigantic special edition concerning the Fort Worth-Dallas "Future". Date: October 30. Time: Schedule *right now!* Opportunity: Man, like I mean! Your chance to reach the largest market in the South!

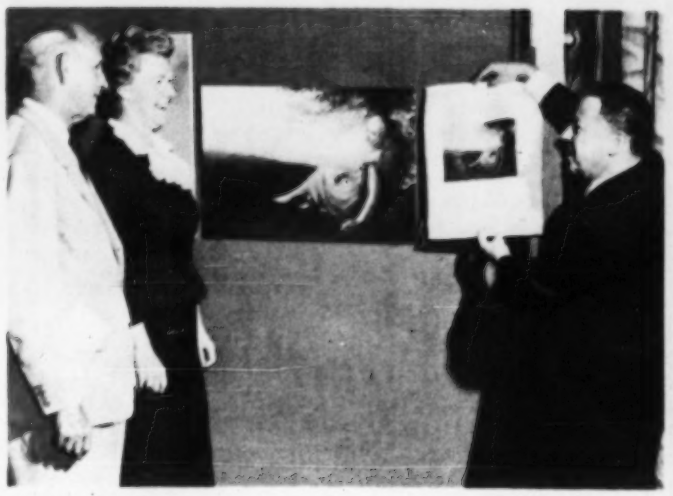
Over 900,000 families read . . .

Together

for good reason

Send for research information which will provide good reason for Together to be on your media list.

Published by • THE METHODIST PUBLISHING HOUSE
740 RUSH STREET • CHICAGO 11, ILL.



Shelly Gerety Darrow

COMPARISON—*Warner Shelly, president of N. W. Ayer & Son, and Frances Gerety, copywriter, compare a proof of a current DeBeers ad, held by Paul Darrow, associate art director, to the original artwork on the wall.*

Ayer Shows Artwork From DeBeers Ads: Notes Diamond Gains

PHILADELPHIA, Aug. 2—The artwork used in DeBeers Consolidated Mines diamond ads since 1939 is on exhibit in N. W. Ayer & Son's galleries until Aug. 12.

The exhibit consists mainly of mounted proofs, but also includes two recent oil paintings by Leona Wood, two by Colleen Browning, one by William Harris and a print of a color photograph by J. Frederick Smith. All original paintings, by artists such as Picasso, Dali, Derain, Dufy are in DeBeers' headquarters in Johannesburg.

Other well-known artists who have contributed to the series are Charles Rain, Brian Connelly, Pierre Ino, Herbert Saslow, Robert Grilley, and Jean de Botton.

■ DeBeers has been using the theme, "A diamond is forever," since 1948. Copy has been designed to highlight emotional implications of the diamond in terms the reader can associate with personal feelings and experience.

Though there has been no change in basic theme, the ads have been contemporary, such as those featuring weddings of returning servicemen at the end of World War II and, recently, those associating the diamond with the stars, because of public interest in outer space. Copywriter Frances Gerety has written DeBeers ads since 1943.

In 1938 Ayer found that only 60% to 65% of the women then married had diamond engagement rings, and that among young women getting married there was a growing preference for such things as a fur coat, furniture or longer honeymoon.

Today, annual volume of diamonds imported into the U. S. (based on carat weight per marriage) is three times that of 1939, while the population in the 20 years-and-over age group has increased less than one-third in the same period.

■ Between 75% and 80% of engagements now are signified by diamonds and the annual volume of diamonds going into engagement rings is twice what it was in 1939. The anniversary gift and fashion markets for diamonds have also doubled in the same period. #

Clothing Client to Evans

David W. Evans & Associates, Seattle, has been named to handle advertising for Day's Tailor-d Clothing Inc., Tacoma. The agency will direct advertising and sales promotion of Day's sportswear, H. L. Block Co. outwear, Sea Wolf boys' wear and Edelweiss ski wear.

PREFERRED READING

With men who make industrial advertising

says **LEE R. CANFIELD**
Vice-President
The Griswold-Eshleman Co.

"Every issue of Industrial Marketing gets my cover-to-cover attention within hours after I receive it. I consider IM essential reading for keeping posted on important developments in my profession."

Mr. Canfield has racked up more than thirty years of industrial advertising experience since graduating from the University of Texas (B.S. in electrical engineering). His first positions were with advertisers—Westinghouse Electric and Copperweld Steel—but, twenty-four years ago, he switched to the agency field, joining The Griswold-Eshleman Co. as an account executive. He remained with that Cleveland concern and for the past six years also has served as a vice-president and group head. A leading agency in the placement of business paper advertising, Griswold-Eshleman invested more than $4,000,000 in the business press in 1959. Its clients include such industrial advertisers as B. F. Goodrich, Anaconda Aluminum, Lamson & Sessions, Warner & Swasey, Cooper-Bessemer, Tube Turns and Lincoln Electric.

says **E. V. FERRY**
Advertising Manager
E. W. Bliss Company

"Industrial Marketing is one publication that is thoroughly reviewed by myself and others in the department. The articles in IM are evidence that the editors are well aware of the problems confronting industrial marketing teams, and as such are geared to help solve these problems. Many IM articles are filed for future reference."

Mr. Ferry joined the advertising department of the E. W. Bliss Company right out of Kent State University. Less than a year later (March, 1956), he was promoted to advertising manager for the heavy machinery firm headquartered at Canton, Ohio. Established in 1857, the Bliss company produces mechanical and hydraulic presses as well as other products such as rolling mills and mill equipment, die makers' supplies and container making machinery. Mr. Ferry reports that the major portion of the Bliss advertising budget is devoted to business publications, with about $200,000 being spent for that purpose last year.

im INDUSTRIAL MARKETING

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
630 THIRD AVENUE • NEW YORK 17, NEW YORK

A young man is in his junior year at Harvard University on one of the scholarships provided by Young & Rubicam, Inc., an advertising agency.

Recently he wrote the chairman of the agency, Mr. Sigurd S. Larmon, to report on his progress. In that letter he expressed an interest in writing. And he asked some questions about the people who write advertising.

The chairman felt that questions about writers should be answered by a writer. The letter was given to a member of Young & Rubicam's copy department for reply. His response to the young man gives such a good picture of both advertising practices and advertising principles that it seemed others might find it interesting.

Letter to a young man

Dear Tom,

Mr. Larmon asked me to answer the question in your letter: "Does Young & Rubicam encourage writers to have independence of thought?"

You can start with the fact that writing an ad is one of the most independent jobs in the world.

When you sit down to work, you're alone with a blank piece of paper and a typewriter. You're by yourself. Leaning on your own thoughts. And what comes out has to be yours. This is independence of the truest kind.

After that, another type of independence is called for. Maybe you could call it gumption. Character. Or the ability to be your own man.

Specifically, after you write your advertising, the meetings start. You meet with your copy supervisor. Maybe you meet with the copy chief. You meet with account executives, art directors, research men, media men, merchandising men. Finally, the client. There are meetings and meetings. Creative people spend so much time in these meetings that many an off hour is spent writing ads.

Some of these meetings reach a quick agreement on what you did. But in others, there is contention. Argument. Mutterings in the wings. Quotes from the client. A review of the research. And unabashedly strong suggestions made by people who are not writers but, nevertheless, should know good advertising when they see it.

There are times when suggestions made in these meetings are good. Sometimes they are better than yours and you are wise to take them.

But the real test comes when you have authored a good and even brilliant idea and it begins to get chewed to ribbons and questioned to death. It is at this point that the writing man has to stick up for himself and not back away from an idea which he knows is right.

Young & Rubicam gives the writer all the backing he needs. The writer does not have to take dictation from any other department but his own. He reports to the head of his own department. So, if he backs down on a fine idea—weakly and unwisely—it's nobody's fault but *his*.

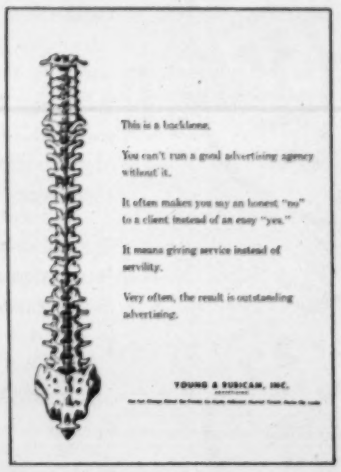
To sum it up: By the act of writing, you've got to be an independent and original thinker. Later, you've got to show plenty of independence, in the form of a spine. Here, the amount of independence you have really depends on you. Young & Rubicam gives you the headroom you need and the rest is up to you.

I'm enclosing two Young & Rubicam ads.

One is the "backbone" ad. This refers to independence in the form of character. It refers not just to writers but to the whole agency as well.

The other is "Frankly S. L." This is meant for everybody around here. Mr. S. L. would rather be told what you think —than what you think he wants you to think.

CHARLES SWEENEY
March 7, 1960


This is a backbone.
You can't run a good advertising agency without it.
It often makes you say an honest "no" to a client instead of an easy "yes."
It means giving service instead of servility.
Very often, the result is outstanding advertising.
YOUNG & RUBICAM, INC.

For Mid-America Advertisers . . .

BUY **This Day**

The COLORful family magazine of The Lutheran Church -Missouri Synod.

GREATER ACCEPTANCE

This Day is read thoroughly and with believability and confidence. Surveys reveal that 52.2% of the subscribers spend 2 to 3 hours reading This Day!

CONCENTRATED MID-WEST MARKET

Total paid circulation more than 105,000. More than 62,000 subscribers in these eight states

Illinois	Minnesota
Indiana	Missouri
Iowa	Ohio
Michigan	Wisconsin

LOW COST

Full page only $360 (12 ti. rate)

COLOR IMPACT

Print in four colors . . . full range! Beautiful, full-color illustrated editorial content. Published monthly.

This Day Concordia Publishing House
3558 S. Jefferson Avenue
St. Louis 18, Missouri

Wilten, Ridgway-Hirsch Merge

Marjorie Wilten Advertising, St. Louis, will merge with Ridgway-Hirsch Advertising Co., St. Louis, on Aug. 1. Max Wilten, partner, will become a vp of Ridgway-Hirsch. Marjorie Wilten, former partner, left the agency six months ago to join Stix, Baer & Fuller, St., Louis, department store, as fashion director. The entire Wilten staff will move to the expanded offices of Ridgway-Hirsch at 8012 Carondelet Ave.

Jack Linn Joins KYW-TV

Jack Linn has been named to the new post of national sales coordinator of KYW-TV, Cleveland. Mr. Linn formerly was a sales representative for John W. Cullen Co., newspaper representative.

B&B Stamp Names Holmes

B&B Stamp Co., Fort Worth, has appointed Jack T. Holmes & Associates, Fort Worth, to handle its advertising.

AFA Won't Rebut Political Slurs on Ad Field: Proud

But AFA, Adclubs Will Pursue Education Effort, Exec Committee Decides

NEW YORK, Aug. 2—The Advertising Federation of America has decided to refrain from replying to the recent attacks on advertising by "various political personalities."

The AFA reached this decision at a policy meeting of its executive committee. The consensus was that nothing would be gained by "answering these slurs."

The committee's thinking was explained by C. James Proud, president and general manager of the AFA, in the following policy statement:

"Background of the group's thinking was that advertising is not the issue under attack in this political campaign and, therefore, has nothing to gain by putting itself in further position to be hit by a few stray stones.

"It is the considered opinion of the committee that the Schlesinger-Galbraith type of anti-advertising thinking which had the ear of one of the Presidential candidates was a 'trial balloon' which would and could not be taken seriously by any sound supporters of the American economic system.

■ "Therefore, it was the judgment of the committee that federation officers at the national level should organize no official campaign to dignify the wisecracks and pseudo-serious suggestions of the politicians with answers.

"It was further felt that answering these slurs with serious protests at this time would merely increase advertising's potentiality as a whipping boy in a year when the political climate is apt to be even more torrid than usual. All agreed that the worst thing that could happen to advertising was to get into a 'name calling' contest in which our industry would end up with a disproportionate amount of time in which to answer.

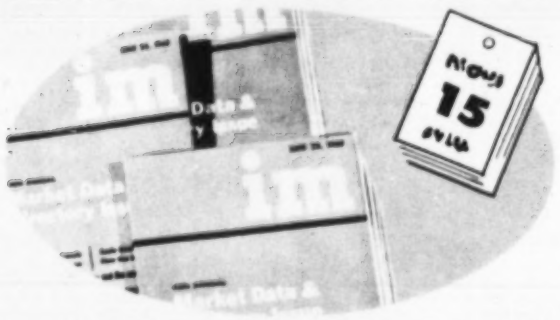
"However, it was unanimously agreed that AFA's continued policy of correcting improper political attitudes toward advertising at the 'grass roots' level should go on unabated through its advertising clubs this fall and should actually be stepped up. New plans for increasing the flow of facts about advertising into the hands of government and consumer leaders were considered by the committee to meet demands of the critical era in which we live. These will be put into effect as soon as possible."

■ The "Galbraith-Schlesinger" reference refers to John Kenneth Galbraith, Harvard economist, and Arthur Schlesinger Jr., Harvard historian, both of whom are advisors to the Democratic Presidential nominee, Sen. John Kennedy. Both have argued that more of the nation's productive power should be devoted to "public" or "social" uses rather than satisfaction of consumer wants.

Attacks on advertising were a feature of the Democratic national convention in Los Angeles last month. #

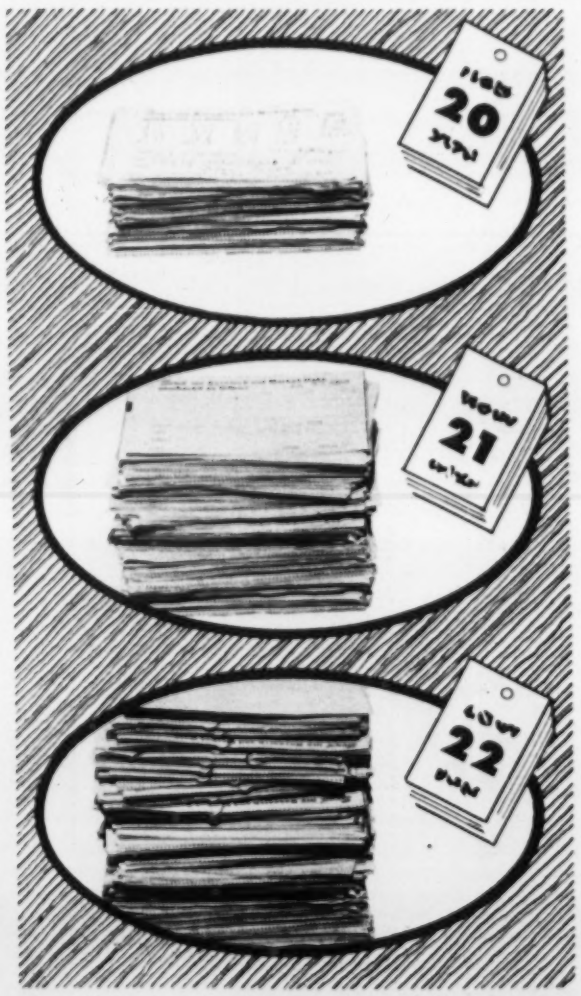
Interstate Names Adams

Interstate Bakeries Corp., Los Angeles, has appointed Jack L. Adams, assistant to the director of advertising. Mr. Adams was formerly with Langendorf United Bakeries, West-Marquis Inc., San Francisco, and Milprint Inc., Milwaukee.



Here's what happens when IM's Market Data and Directory is issued. (The action gets bigger and faster each year.)

EVEN WE WERE SURPRISED!



Industrial Marketing's Annual Market Data and Directory Issue was put in the mail this year on July 15. That was a Friday. Since the book weighed 3 pounds, 2 ounces, and was distributed by second class mail, we did not anticipate returns of the bound-in market data information request cards until a week or so later. But—pow! On Wednesday, July 20—exactly three working days after the Directory was issued—we received 33 individual cards.

These inquiries were not limited to the surrounding area of the mailing point but came from hundreds of miles away such as New York, Minnesota and Oklahoma. We were further surprised when on Thursday, July 21, 50 individual cards were received and, on Friday, July 22, the return was 80 cards. To recap: in less than a week after the mailing date, we had received 163 individual cards requesting market data and business paper information for 1864 items!

We think this is real reader action. It's the kind of reaction that means readership and influence among those interested in industrial and trade markets. It is tangible evidence of circulation vitality. Here is proof that the Market Data and Directory Issue is delivering important information needed and wanted by industrial advertising and marketing executives.

For advertising action—look to IM and the Market Data and Directory Issue—all year long.

MARKET DATA and DIRECTORY ISSUE

INDUSTRIAL MARKETING

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE NEW YORK 17, NEW YORK

Southern Drug Stores Bag Big Rural Sales

Farm families in the South are prime customers for everything a drug store sells. That's indicated by the fact that 56% of all Southern drug stores are located in Nielsen "C & D" counties.* In 1958, Southern "C & D" counties spent over $3/4 BILLION in drug stores...more than any other "C & D" region in the nation.

This robust buying power of the rural South is posting sales highs in one key business after another. For example: automotive sales...food stores...gasoline stations. As a result, advertisers are finding out that *any* product useful to Southern farm families faces mass market opportunity.

To capitalize on that opportunity, use The Progressive Farmer—*the MASS magazine of the South.* It offers you 1,400,000 subscriber-families...more than 5,700,000 readers. And a large percentage of this readership is *exclusive* to The Progressive Farmer. A drug store item or any product —advertised in Life, Look, and The Saturday Evening Post combined—*misses 84% of Progressive Farmer families.* Don't you miss out on big sales South—place your advertising in The Progressive Farmer!

*Nielsen "C&D" counties are counties with less than 100,000 population. "A&B" counties have more than 100,000 population.

More than 5,700,000 READERS in the 16 Southern States

THE PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Antipathy to Advertising Seen as Largely Due to Admen's Disregard for Truth, Good Taste

To the Editor: While I am generally sympathetic with the viewpoint expressed in this editorial ["Are Our Standards of Living Too High?" AA, July 25]. I am particularly intrigued with the next to last paragraph where there is a call for the advertising business to take "far more effective action than it has ever taken in the past to clarify the function of advertising and to protect its reputation as a decent instrument for the conduct of legitimate business," and with the final paragraph warning advertising against falling "into the trap of meeting hysterical campaign oratory with hysterical outbursts." Clarification is a thing we need. Hysteria is something we already have.

I think, as a matter of fact, the need for clarification has become critical simply because advertising has, within in its own ranks, its very own hysterical lunatic fringe. The warning, therefore, is timely and it is urgent because it is this hysterical minority, employing irritating, deceitful tactics on behalf of products that range from good through shoddy to downright harmful, that invites effective action.

Sometimes I wonder how many of my fellows in various phases of advertising suffer with me when exposed to irritating, inane, inept and offensive misrepresentation that passes as advertising today.

Sometimes I am only irritated. Sometimes I feel just a little sick. But what really bothers me is that sometimes I feel vaguely ashamed.

Quite aside from the fact that I personally don't like to feel ashamed, this feeling on the part of a lifelong advocate of advertising has an ominous undertone when translated into the reaction of that man or that woman or that child who has never been advertising's advocate—only as he may see it, or be persuaded to see it—advertising's victim.

The potential for real tragedy to our whole system of free enterprise based on these abuses and these excesses of a wanton few, I think, calls for what to some, at least, may seem heroic measures.

It is high time for example, that media refuse to put up with even a little larceny in advertising appeals.

It is high time that advertisers and their agencies support media when it is necessary to take such action.

That is my response to your editorial. At the same time, because I think it is pertinent, I want to step back to the editorial piece on Alec Guinness' rather emotional reaction described editorially in the July 18 Advertising Age. This editorial asked, you will recall, "What, if anything, does advertising do to people like this to make them so enthusiastically scornful of it?"

I should like to speculate on this as your editorial invited.

The kind of advertising I have been talking about here is the kind that does several things to people like this; as well as, I suspect, to people like you—and people like me. We become scornful of this kind of advertising when it is so obviously scornful of *us*.

The unhappy and unfortunate and all too frequent result is that *all* advertising, both good and bad, is scorned.

It seems to me that perhaps the most costly generalization in the history of advertising was the concept of the "average eight-year-old mind." I suspect that the abuse of this concept by a malicious or perhaps unenlightened few has led us to these other costly generalizations on the part of some who then become "enthusiastically scornful" of all advertising. This, I think, is the real shame of it. But this is what we must deal with, and promptly.

While I am happy that most of my experience has been in the selective media field where the attitude toward our audience is one of profound respect, I am made deeply unhappy when I think of the possible damage we may suffer along with the damage to advertising generally as a consequence of these excesses by a reckless few.

David C. Kiefer,
Vice-President, Marketing, Penton Publishing Co., Cleveland.

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To the Editor: In regard to your editorial:

Some motivation phrases injected into advertising undoubtedly have a great deal to do with the eruption of criticism of advertising. We, who have been in advertising for a good portion of our lives, know the values of showmanship.

However, some who write advertising and some who speak the words in oral commercials have been going to extremes with superlatives, exaggerations and even with misrepresentations. This, it seems, has made it easy for critics of advertising, including political orators, to recall the methods of the "Carnival Barkers" and the "Hawkers of Goods."

The consumer, who is exposed to the constant rampages of those who expound with the verbal commercials and those who over-work the superlatives, is the first to understand what a professional, political orator means by "Carnival Barker" and "Hawker of Goods."

Some in the advertising business, for the good of advertising as a whole, will do well to remember that the true values in advertising come from the information and education passed on to consumers. . .

Constructive thinking advertising men have a continuing opportunity to offset the bad impressions created by a few. There is room for more emphasis on the greater values of advertising. Most consumers of goods and those who take advantage of services do know and appreciate the values of good advertising. They depend upon good advertising as an integral part of their everyday living and their planning. . .

Robert R. Reid,
Advertising Manager, *Palladium-Item*, Richmond, Ind.

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To the Editor: Congratulations on your editorial.

Keep up the good work.

Walter Patterson,
Executive Vice-President, Knorr Broadcasting Corp., Dearborn, Mich.

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To the Editor: This editorial should be of interest to every citizen and I hope it gets wide circulation.

C. E. McKittrick,
Chicago Tribune.

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To the Editor: Over-all I believe the points in your editorial are well taken, and I am particularly interested in having the entire field of marketing presented as an accelerator to our economy rather than a drain upon it. . . . I am not sufficiently schooled in economics to be able to isolate all of the factors which produce healthy economic growth, but from a completely practical standpoint I know that a healthy consumer goods industry can create an equally healthy capital goods industry, and that these two strong segments of our over-all economy *must* carry much of the burden of the years ahead. It seems to me that attempting to create some degree of widespread understanding of this would be a most laudable task for AFA and all other groups having a broad interest in the problem.

Robert V. O'Brien Jr.,
President, Creative Group Inc., Appleton, Wis.

• • •

To the Editor: You have certainly hit the nail on the head and we in the newspaper business appreciate your speaking out on this important matter. . .

Russell L. Binder,
Business Manager, *Bergen Evening Record*, Hackensack, N. J.

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To the Editor: . . . In passing, everyone should ponder with wonderment the fact that Chester Bowles, head of the Platform Committee, himself was enriched by being what the platform now classifies as a "huckster."

Nathan Lord,
Manager, WAVE Inc., Louisville.

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To the Editor: Certainly . . . it is not enough just to resent the statements and implications of the politicians. Certainly, too, it is a matter which should be tackled vigorously by the Four A's, the MPA, and similar other associations whose members could be seriously affected were this double-talk philosophy to gain acceptance.

In any event, the publishing and advertising fields owe you a debt of gratitude for kindling the flame.

Sims Gaynor,
General Business Manager, American Journal of Nursing Co., New York.

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To the Editor: Congratulations on editorial! If you could send me 100 copies I will mail them to top business leaders in Des Moines area.

Tony Moe,
Station KSO, Des Moines.

•

To the Editor: I am delighted to see someone take a strong position in this matter, and I don't believe that any of us can afford to be complacent about the attacks leveled at advertising by some of the political "pitchmen."

I do have a suggestion for you. I believe that Advertising Age could render an important service by coming up with a proposed program of action to help put across to the public the vital role that advertising plays in maintaining not only a free economy, but an American way of life that still preserves a good degree of individual decision for the citizen himself. The proponents of big government would just love to take over this decision making for the citizen. In a very real sense, the cause of advertising and the exercise of free choice on the part of the individual are synonymous.

George Reppert,
Publisher, *American Machinist/Metalworking Manufacturing*, New York.

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To the Editor: Couldn't help but observe to date that the catch phrase "The New Frontiers" is a pretty good use of marketing know-how. It's hard to conceive the use of marketing techniques in damning the same.

It may be facetious to comment that some of the antagonism might stem from the fact that some better phrases, i.e., The Forward Look, You Can Be Sure If It's . . . Progress Is Our Most Important Product, Better Things for Better Living . . . , etc., which could have served as superior political sales slogans, have already been usurped without a jack . . . tch . . . tch.

James Van Stee,
James Van Stee Advertising, Grand Rapids, Mich.

Long Arm of Coincidence (Across the Ocean)

To the Editor: Your May 30 issue carried an item concerning an award-winning advertisement by the Shell Company. We would now like to enter this, along with the second attachment, in another competition—for the most striking coincidence of the year.

The photograph on the cover of *Dvar Hashavua*, Israel's largest circulating weekly, was prepared by our agency for a newspaper ad for Tarsis Ltd. Tarsis is an insecticide manufacturer and was founded by a longtime employe of Shell Co. in Israel.

For this advertisement used in 1957 in print media the models are the son of Avram Lewensohn, a director of our company and a *dead* bee.

U. Aylon,
Gordon Lewensohn Aylon Ltd., Tel Aviv, Israel.

'Realism' on the Ad Front

To the Editor: No wonder this young thing looks distressed. Changing a flat is bad enough, but

"Tired Blood?"
Let Bott give your advertising a FRESH approach, rejuvenate that stale theme and worn-out copy. Phone HA 7-9187.
"That Fellow Bott"
Lee P. Bott, Jr., 64 E. Jackson, Chicago

There's only one way...

To "effectively" sell your central-city replacement prospects — orient your product advertising to **their** specific **needs** and **desires.**

Today, more and more of the pre-sold customers of your brands are shopping in suburban areas. Quality-conscious Negro families, who now comprise up to — and over — 50% of the **total** population in major cities, are **the replacement prospects** you must sell to maintain your brand volume in central-city.

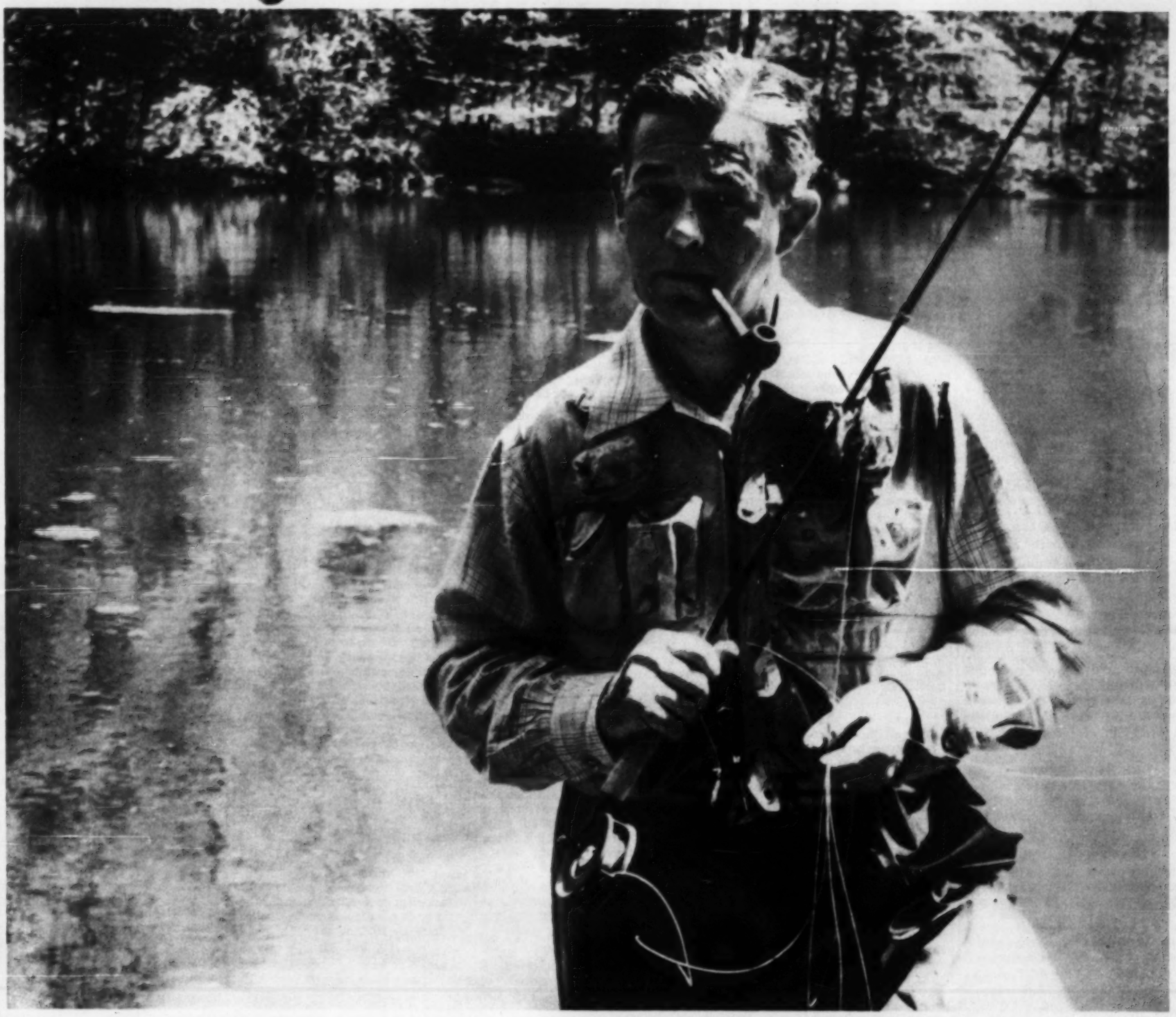
A Negro-oriented medium, such as **EBONY** Magazine, therefore, presents the only visual way to properly orient product advertising to these customers.

EBONY — now delivering over 3,300,000 regular readers per issue — is the only magazine that gives broad "effective" coverage to this vital market. Get the latest facts on the central-city Negro market potential . . . ask for the booklet on your Industry.

EBONY
Your Central-City Magazine

NEW YORK
CHICAGO
LOS ANGELES

Ray...



When Alfried Krupp invited Ray Camp to shoot on his private preserve at Bluhnbach, Austria, after World War II, Ray of course accepted. He was a sportsman; he had edited *The N. Y. Times* outdoor column since 1936; and as a Lt. Colonel of Infantry during the African and Italian campaigns he had done a lot of shooting of another variety. After a skimpy breakfast of soup, dumplings, ham, bacon, smoked fish, three kinds of potatoes, hot rolls and coffee, Ray got his first *funfjahriger*, the local name for a creditable stag. It was a most atypical day in the life of Ray Camp, Sportsman.

Since then, Ray has written more books on sporting subjects than you can shake a *funfjahriger* at. And as if to cap a notable sports career, Ray became an editor of Field & Stream. There are exactly sixteen men of whom that statement can currently be made.

Sixteen is a healthy number of editors for *any* magazine. In the outdoor field, it is the most. Other "mosts" in the outdoor field for Field & Stream include: most number of years of continuous publication (65), most guaranteed circulation (1,100,000), most proved subscriber income ($9,397 average per family) most consecutive years of advertising leadership (50).

In the zooming, booming sportsman's market, Field & Stream is definitely the magazine with "the most."

Field & Stream

America's Number One Sportsmen's Magazine

as seen by
JOHN BURGOYNE & BILL MASTERSON

With our own national elections not too far distant, those partisans who would leap before they look might take fair warning from this recent Canadian campaign note. Seems that before anyone realized the embarrassing implications involved, party workers had posted signs all over the countryside, reading, Don't be a Doctor Jekyll, vote for Richard Hyde.

Helping advertisers look before they do any leaping into the national market with new products, improved products, special promotion, and so on — is a job in which we excell. Matter of fact, the ability of the Burgoyne organization to set up the kind of product sales tests that will deliver accurate, complete, fast rate-of-sale facts, has won for Burgoyne Retail Sales Studies recognition as the top product sales testing system in America.

• • •

Take the case of a manufacturer with a new suntan lotion. Last winter, he needed test market facts in a hurry in order to make the right decisions on national distribution. Through already active Burgoyne drug store panels in two Southern and two Southwestern markets, we calculated the rate of sale of this product and its competition over a three month period. Results from this Study indicated excellent product movement and enabled the manufacturer to make his national distribution move in time for the peak summer sales months.

• • •

If you would like to see an up-to-date list of active Burgoyne test markets showing the size of the store panel in each market—drop us a line. Better still, why not give us an opportunity to show you the value of Burgoyne Retail Sales Studies to your own product. We'll be happy to set up an appointment at your convenience.

Burgoyne
GROCERY & DRUG INDEX, INC.
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

Voice of the Advertiser . . .

by those bad boys on Madison Ave.

Carl B. Anderson,
Director, Marketing and Research, *Production*, Birmingham, Mich.

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To the Editor: Regardless of our political viewpoints we must challenge these politicians who make attacks on advertising as a means of tearing down our American way of life. . . Personally, I hope ADVERTISING AGE, in its accepted role as spokesman for the advertising business, will accept this responsibility. . .

H. E. Christiansen,
Christiansen Advertising Agency, Chicago.

•

To the Editor: . . . If indeed advertising becomes a whipping boy I feel the cause will lie in the recent revelations about the devious methods of some agency personnel. And the rest of the field will undoubtedly have to put up with it, until the day when public confidence in the honor and integrity of advertising agencies and public relations counselors is restored . . .

Dudley Morris,
KGBX, Springfield, Mo.

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To the Editor: There is no question but what this country leads in advertising and sales promotion and that these efforts have played an important part in our nation's growth and development. Any road-blocks such as taxes on advertising or any discouragement of better living, would be a blow to our economy."

James E. Edwards,
President, *The Prairie Farmer*, Chicago.

•

To the Editor: Yes, advertising has a job to do . . . and one of the most urgent is to work with the public schools and be sure that our youngsters understand advertising and its important part in production and consumption . . . and being American, which means an easier and more pleasant life, not to ourselves, but in helping others less fortunate in the rest of the world.

Willis Brown,
Assistant Advertising Director, *Minneapolis Star & Tribune*.

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To the Editor: You are performing a tremendous service to the industry in spotlighting the political trends and tendencies that are not only adverse to advertising and selling but to our economy and general welfare as well. My hearty congratulations to you and your fine staff. Keep up the good work, please.

Owen Saddler,
Executive Vice-President, KMTV, Omaha.

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To the Editor: Your editorial . . . emphasizes your important part in being the artillery of our constant battle against those who would lead us into a socialistic economy.

W. A. Schmid Jr.,
President, North Texas Advertising Co., Fort Worth.

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To the Editor: Your editorial is excellently written and very much to the point. The remarks made at the Democratic convention to millions of people over radio and television should have brought home very vividly to the advertising industry the job that advertisers and publications have to do to clarify the function of advertising in order to make it, as you have said, "a decent instrument for the conduct of legitimate business . . ."

Arthur W. Bagge,
Vice-President, Spot Radio, Peters, Griffin, Woodward, Chicago.

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To the Editor: Congratulations on putting a voice to perspective in your editorial.

Ken Nelson,
Ken Nelson Associates, Minneapolis.

•

To the Editor: Thank God, you've got the guts to "lay it on the line" editorially. None of our great daily newspapers have done so, as yet.

W. Robert Mitchell,
President, Davies, Mitchell & Voorhies, New York.

•

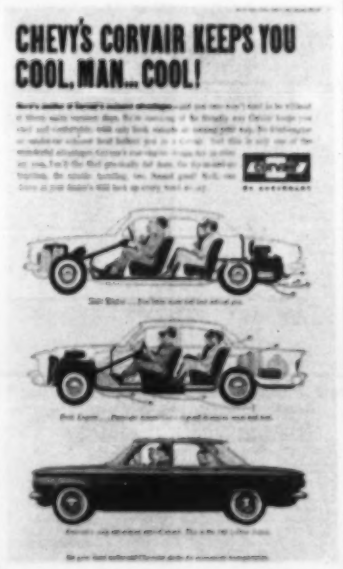
To the Editor: Your editorial was a splendid statement against a philosophy which is much more insidious to our American way of life than many people realize . . .

James W. Hart,
Manager, Community Relations & Communication, Erie Plant Division, General Electric, Erie, Pa.

• • •

It's What's Up Front That Counts?

To the Editor: I wonder who paid for this Corvair ad . . . Chevy or Ford? It does a grand job of showing that Corvair's competitor has all the luggage space. A lowly



direct-mail ad man would have watched out for all the details instead of letting the forest obscure a very important tree.

Roy Hubbard,
Circulation Promotion Manager, *Purchasing*, New York.

• • •

'Cliche' Has More Than One Meaning, Readers Explain

To the Editor: When I first read William O. Reading's letter (AA, July 25) about a request for cliches from Lima, Peru, I thought he was writing with tongue in cheek. But on a re-reading, Mr. Reading sounds serious.

If he is serious, then his research into cliches wasn't in depth. He researched the punctuation in the Lima letter because he found it a little unusual. Then, he should have researched the choice of words, too, since he admits the word cliche stumped him. Instead, he applied his own definition to the word and thereby missed his correspondent's message, it seems to me.

"Webster's Unabridged" says a cliche can be a cut, engraving or stereo. In many non-American languages, cliche means cut, engraving or stereo. And the Lima letter requested cliches "we could use . . . for additional ads . . . for our own folders, and . . . in local magazines . . . they . . . should be suitable for small and medium size ads."

Anyway, it will be interesting to hear whether the Lima correspondent will request cliches of any of the ad proofs he received from Mr. Reading.

Fred Lewis,
Advertising Coordinator, West Penn Power Co., Greensburg, Pa.

Readers J. E. Bennie, Ciba Pharmaceutical Products, Summit, N. J.; Bernice Kane, Advertising Specialty Institute, Philadelphia; Charles C. Lehman, Daniel Starch & Staff; Marin Haydon, Haydon Co., New Haven; and Lucien R. Greif, Greif-Associates, New York, also wrote about the meaning of cliche.

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Arthur Eaton Handled Copy for Canadian National Account

To the Editor: The obituary in your June 20 issue regarding the late Arthur H. Eaton, formerly our copy director, contains an error of which I thought you might like to be aware.

In the second paragraph "Canadian Pacific" should read "Canadian *National*" [Mr. Eaton was responsible for copy on this account]. Arthur did an outstanding job in creating one of his really great advertising themes in this instance. The theme for Canadian National Railways is "The Way of the Worry-Free." This is causing much very favorable reaction throughout Canada—both at the consumer and professional levels . . .

Wilfrid Taylor,
Vice-President and Manager, McConnell, Eastman & Co., Montreal.

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Marketing Professor's Proposals to Win Eggheads to Ad Fold

To the Editor: Regarding your July 18 editorial, "Feel Like Speculating?" [about why Alec Guinness and others are so enthusiastic in their denunciation of advertising].

Yes.

Advertising agencies, advertising associations and advertisers have allowed practices, excesses and abuses to go by unnoticed and uncurbed; these practices have alienated *thinking* people (eggheads, if you will) and the needless exaggerations and repulsive "personal" invasions of some advertising have created a climate for general public disbelief, even revulsion.

The industry—all of us in it—are responsible. The first rule of free men is that self-discipline imposes restrictions upon the free to prevent this freedom from becoming license and even chaos. Witness the incredible situation in the Belgian Congo.

By default, those of us who know better and do *not* practice offensive, silly, needlessly exaggerated advertising have permitted the image to encompass us as well. We may be in the majority, and I think we are; but we close ranks behind the offenders and *defend* them against critics, justified or not, who start out by resenting and end up by denouncing. Certainly Guinness is a prime beneficiary of advertising *but he does not identify himself with* advertising. College professors are beneficiaries of advertising (witness, for example, the tremendous financial aid to education by business) but *they do not identify themselves* with advertising. More and more eggheads, intellectuals and serious-minded thinkers are being alienated by the excesses and the image of advertising that these excesses create.

No right-thinking impartial person can deny the great contribution that advertising has made to America and the competitive enterprise. Who tells *that* story? Why not all the advertising associations and federations, the agencies, and the publications *together* putting up a kitty for a *real study* by impartial researchers (yes, a university research group, preferably, not because I am connected with a university, but because there would be no "conflict of interest" there). How about establishing three or five Ph.D. fellowships at different universities for Ph.D. dissertations on that subject and publishing the best two for wide dissemination? Not ballyhoo, but research and truth. I am convinced that "the truth shall set us free."

Care to start the ball rolling?

Hector Lazo,
Graduate School of Business Administration, New York University.

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See Saw, Margery Daw, Sold Her Bed—She Borrowed

To the Editor: The attached is from one of the Chicago papers, the *American*.

I think this ad is too darned flippant. Anyone who has his personal finances in such a jam (as implied by the headline, "Expenses got you down?") is faced with a serious problem. Since when did borrowing money to pay bills get to be so funny?

I doubt if the writer of this ad ever had to borrow a dime.

Of course there is an implied benefit, which has just come to me

(since watching the Los Angeles Democratic convention) and that is: It might be good business—maybe even a good headline although one in poor taste—to borrow all we can now, then pay back later with the cheaper dollars that are bound to be here in a few months—if all the platform promises are ever kept.

Keep up the good work.

Morris H. Banner,
Normal, Ill.

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He Has Dowgard Ad Theme: Radiator Balm

To the Editor: As part of an exam for the Marketing 21 seminar, fall semester, 1959, at Hofstra College (Hempstead), where I lecture on creative advertising and marketing, I posed this hypothetical new-product Case Problem:

"While winterizing your car, you speculated on anti-freezes . . . pondered the whys and wherefores . . . and came up with a low-viscosity high-boiling-point glycol: year 'round radiator balm.

"Visualization of your advertising and marketing plans included . . ." :

Please forward to Dow the basic copy strategy thus suggested. Their continuing struggles and repeated efforts to attain it are killing me. I just can't stand it any longer!

Dowgard's current "cooling system fluid" theme is oriented to the bygone era of cracked blocks; "radiator balm" hits a more sales-responsive note among the already pre-conditioned radiator-care oriented car owner of today's market.

You see, sir, since Dowgard's announcement (January, 1960), I've had that feeling of having been scooped. I thought *I* had invented it. Man, I was 'way out! I thought I had it made, like!

Burton D. S. Beck,
Consultant, Creative Advertising & Marketing, New York.

Serta, Sealy, Spring-Air Deny Anti-Trust Charge

CHICAGO, Aug. 2—Serta Associates, Sealy Inc. and Spring-Air Co. this week denied that they had violated any anti-trust laws and asked that the Department of Justice's anti-trust suits against them be dismissed.

Answers to the government's suits, which were filed two months ago (AA, June 6), were filed by the three mattress companies in U. S. district court here.

Serta denied that it or any of its member factories "engaged in or participated in any conspiracy to violate Sect. 1 of the Sherman Act."

■ In defending its agreements with member factories, Serta said that the purpose of its arrangements with its members "are to stimulate competition in the sale of mattresses, foundations and combinations through the joint use by said member factories of national advertising programs and promotions and the exchange of information relating to the quality of said products manufactured and sold by them.

"Said arrangements have enabled defendant's member factories to more effectively compete with the few large integrated national manufacturers of bedding which would otherwise dominate and monopolize the market for said products," Serta said.

While admitting that its licensees are licensed to make and sell Sealy products in specific geographical areas, Sealy said the agreements do not restrict the manufacture and sale by licensees of non-Sealy bedding, and added that many licensees make and sell non-Sealy bedding within and without their licensed territories.

■ Sealy maintained that its advertising, merchandising and quality control program "are reasonably ancillary to the proper protection and exploitation by Sealy of its trademarks, trade names, patents, processes and manufacturing and merchandising programs."

Sealy asserted that its licensing agreements "are reasonable and necessary to enable said licensees to manufacture, nationally advertise and sell products of uniform quality under the Sealy trade names and trademarks and thereby to provide effective competition in the bedding industry, and in particularly with the well established, nationally advertised brands ... Such arrangements are neither designed to nor do they have the effect of unreasonable restraining competition," the Sealy answer said.

■ In its answer, Spring-Air denied the charge that it and its licensees agreed that each member factory would sell its products only within the exclusive marketing territory allocated to it, fix uniform suggested retail prices and induce retail stores to adhere to the suggested prices.

Spring-Air maintained that its agreements with member factories "are not to restrain or eliminate competition in interstate trade and commerce in mattresses, foundations and combinations, but, on the contrary, are to enable its member factories to compete effectively with the aid of national advertising in the manufacture and sale" of the products.

The government charged that the three licensors of mattress trademarks restrained interstate trade through the establishing of exclusive sales territories and the stabilizing of retail prices. #

Last Minute News Flashes

Metropolitan Life, Others Want to Sponsor Debates

NEW YORK, Aug. 5—There is lots of sponsor interest in the proposed Nixon-Kennedy tv debates. Metropolitan Life Insurance Co. (Young & Rubicam), approached all three networks about possible sponsorship and several other unidentified advertisers have made queries. CBS said no thanks; ABC and NBC didn't say yes or no, waiting to get the candidates' reaction. Representatives of both major parties and the networks will meet Tuesday to discuss the tv industry's free time offers, which are contingent on a waiving of splinter party equal time requirements. The free time prospect is among the factors delaying the shaping up of paid time schedules for the parties. The Democrats still hope to blanket the three networks with a final appeal from 11 p.m. to midnight, EST, on election eve. The Republicans, who also ordered this period, now have out feelers about clearances in other time periods on election eve.

Gillette Plans Labor Day Bow for Right Guard

BOSTON, Aug. 5—A heavy national campaign for Gillette's Right Guard deodorant, which has been in test markets about a year, will Break around Labor Day. Commercials built around the "24-hour protection" theme will be carried on the World Series (NBC radio and tv), and on ABC-TV's weekly baseball game, plus Saturday night fights and college football games. The network coverage will be supplemented by minute spots in markets throughout the country. Maxon Inc. is the agency.

Hofman Named 'Newsweek' Promotion Director

NEW YORK, Aug. 5—Norbert Hofman Jr. has been named promotion director of *Newsweek*, succeeding James H. Beard, who was promoted this week to associate manager of the magazine's New York sales office *(See Story on Page 3)*. Mr. Hofman, who will join *Newsweek* Aug. 24, was formerly promotion director of *McCall's'* Use-Tested program.

Campbell to Offer Pen Set with Soup Labels

CAMDEN, N. J., Aug. 5—Campbell Soup Co. will start off the fall soup-selling season by offering a Campbell Kid pen set free in return for five different labels from any Campbell beef or chicken soups. The set of four pens will be advertised during September and October on "Lassie" (CBS-TV) and the "Donna Reed Show" (ABC-TV), plus color insertions in *Parade, This Week Magazine* and the *New York Sunday News*. Batten, Barton, Durstine & Osborn, New York, is the agency.

U. S. Time Talks with Agencies; Other Late News

• **Robert E. Mohr**, vp and sales director of U.S. Time Corp., told ADVERTISING AGE that the company is talking with "several agencies," one of them being Doyle Dane Bernbach, about the possibility of moving its $2,000,000-plus Timex account out of W. B. Doner & Co. He said a decision is still about two months off.

• **Arthur Murray Inc.** has agreed to a Federal Trade Commission consent order forbidding the Murray dance studios from using bait ads, phony contests and coercive sales methods to sell dance courses. The complaint, issued last March 25, challenged various Arthur Murray promotional schemes advertised as contests, charging they were merely a "deceptive form of bait or decoy." Murray commented that the settlement "amounts to a code of ethics" for its guidance.

• **American Broadcasting Co.'s** request to televise Senate proceedings during the session starting next week is banned by a specific Senate rule, and a "no" answer is expected. Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, promised the tv coverage "will in no way interfere with the traditional proceedings of, nor impair the dignity of, the Senate." It is expected that Rule 4 of the "rules for regulation of the Senate" will be cited in rejecting the ABC plea.

• **Armstrong Nurseries Inc.**, Ontario, Cal., has appointed Donald W. De Manche, former pr vp with Oristano Associates, New York and Milwaukee, its director of advertising and public relations.

• **National LP-Gas Council**, Evanston, Ill., has named Campbell-Mithun, Chicago, as its new agency. The account, which bills about $250,000, formerly was handled by Bozell & Jacobs, Chicago, which lost it last May (AA, May 9). The other finalists, in addition to C-M, reportedly were Cunningham & Walsh, Erwin Wasey, Ruthrauff & Ryan and John W. Shaw Advertising.

• **Manhattan Shirt Co.** plans "the most intensive newspaper campaign ever run by a brand shirt manufacturer for the fall, using seven-column ads in more than 70 markets, and featuring three wash-and-wear fabrics. Dealers will be offered store listings in the newspaper ads. Supplementing this, Manhattan has planned an expanded magazine campaign, including *Esquire, Holiday, The New Yorker, Sports Illustrated and Time*. Daniel & Charles, N. Y., is the agency.

• **Bernard Mounty**, formerly with Ted Bates & Co., has joined Lambert & Feasley, New York, as associate research director.

• **Fairchild Publications**, New York, told ADVERTISING AGE it currently has "several new publications" under consideration, the "prime one" being a paper for the drug field.

• **Vitality shoe division** of International Shoe Co., St. Louis, has appointed Gardner Advertising Co., St. Louis, to handle all its advertising that will appear after January. The present agency is Henri, Hurst & McDonald, Chicago.

• **Shell Oil Co. of Canada** is expected to reach a decision next week on whether J. Walter Thompson Co. will retain its product advertising account, estimated at between $1,300,000 and $1,500,000. JWT recently lost the Shell product account in the U. S. to Ogilvy, Benson & Mather. Ad circles in Toronto report the possibility of OB&M opening in Canada to service the business.

• **Manning's Inc.**, San Francisco, western coffee marketer and operator of a chain of restaurants and bakeries, has appointed Compton Advertising, San Francisco, to handle its advertising. Knollin Advertising Agency, San Francisco, is the previous agency. In Los Angeles, Compton has added Abco Inc., operator of brake lining centers in the Los Angeles area.

TV, Newspapers Get Big Slice of Telar Ad Drive by Du Pont

WILMINGTON, DEL., Aug. 4—The biggest ad campaign the company has "ever taken to introduce a consumer product" was outlined today by E. I. du Pont de Nemours & Co. for its Telar anti-freeze and summer coolant.

A multi-million dollar budget—estimated from $4,000,000 on up—is being invested in television, newspapers, radio and point of sale advertising this fall, through Batten, Barton, Durstine & Osborn, New York.

Television strategy for Telar calls for a "scatter plan" of one-minute announcements spread across 11 major tv series appearing on all three networks. A total of 53 commercial minutes—the largest portion of the budget—will cover the "Du Pont Show of the Month," "The Alaskans," "Adventures in Paradise," "Riverboat," "Naked City," "The Outlaws," "Michael Shayne," "Bronco," "Sugarfoot," "Thriller," and "The Roaring Twenties." Beginning early in September, they will peak in October and November and continue into December.

■ Heavy insertions are scheduled for newspapers, the next largest portion of the ad budget.

A saturation program of one-minute radio spots will also cover key markets. In addition, Du Pont will use 10,000 outdoor posters in 1,800 communities. Always a heavy buyer of outdoor for its anti-freezes, Du Pont will time the postings to catch the eye on those fall outings.

Multiple magazine insertions are scheduled for *Life, Reader's Digest*, and *The Saturday Evening Post*. Commencing in early fall, these will be announcement-type ads. Magazines catering to the hot rodders and the motor-minded also will carry Du Pont ads. These include *Hot Rod, Mechanix Illustrated, Motor Life* and *Motor Trend*. #

Court Rules Freewax Can't Use Bug Phrase in Bud Suit

U. S. district court, Tallahassee, ruled, Aug. 2 that the Freewax division of Chemical Corp. of America cannot use the phrase "remember," where there's life, you'll find bugs—use Freewax." The product is a floor wax that is said to kill bugs. Suit was brought by Anheuser-Busch, which charged that use of this slogan would be confused with the Budweiser beer theme, "Where there's life, there's Bud" (AA, July 18).

Freewax officials said they would appeal the injunction if its made permanent. Final ruling is scheduled for next month.

Franken Leaves NTA Post

Jerry Franken has resigned as head of the advertising-publicity-promotion department of National Theaters & Television and its subsidiary, national telefilm associates, Beverly Hills. Mr. Franken chose to leave when the company decided to shift NTA's advertising and sales offices back to New York. No replacement has been named. Harry Algus will continue as eastern public relations director of NTA.

Klau-Van Pietersom Boosts Three Creative Men

Klau-Van Pietersom-Dunlap, Milwaukee, has promoted Dean M. Carpenter to vp and copy director, Charles Gauss to vp and assistant creative director and Roy Hilligoss to audio-visual copy director. Mr. Carpenter joined KVPD in 1951; Mr. Gauss joined the agency after four years with J. Walter Thompson Co. and Mr. Hilligoss has been with KVPD since 1955.

Chrysler Didn't Object to Outside Interests: Minor

DETROIT, Aug. 5—Jack W. Minor, director of marketing of Chrysler Corp.'s Plymouth-DeSoto-Valiant division, told ADVERTISING AGE in an exclusive interview today that Chrysler knew of his interests in a taxi advertising company and a screen processing company but had no objection to the arrangement. His holdings in the two companies did not conflict with his Chrysler job, he said.

The auto manufacturer has been conducting an investigation of its executives for the past month following the sudden resignation of William C. Newberg, president, on June 30 (AA, July 4). Last month the Chrysler board of directors said Mr. Newberg resigned after only two months as president because he received more than $450,000 from interests in Chrysler suppliers, which he has promised to repay to the company.

L. L. Colbert, Chrysler chairman, announced July 29 that Mr. Minor and another company executive, whom he declined to identify, were being investigated for outside interests.

■ Mr. Minor told AA that he organized Taxi Ad Co., Detroit, in 1950 or 1951 while he was employed by Transportation Advertising Co., Detroit. His partners were Joseph Wellman, who also worked for Transportation Advertising, and William B. Giles, a Detroit attorney.

Mr. Minor said he and Messrs. Wellman and Giles also formed Bel-Aire Process Co., Detroit, a screen processing company, in 1950. Both companies handled Chrysler advertising and printing.

"When I left Transportation Advertising Co. to join Grant Advertising, I made a full disclosure to Grant of my holdings in Taxi Ad and Bel-Aire Process," Mr. Minor said. "I made the same disclosure when I joined Chrysler in 1953. Chrysler did not object to the arrangement. Everyone else who knew me also knew about the two companies," he told AA.

■ Mr. Minor estimated that Taxi Ad net income amounted to an average of $25,000 yearly. Mr. Minor said Taxi Ad carried Chrysler advertising, but he said he had no idea how much money the corporation spent.

Mr. Minor estimated that Chrysler invested $10,000 a year directly with Bel-Aire. The screen processing company also received additional Chrysler business through sub-contractor jobs from other printing and engraving companies, which had obtained Chrysler printing contracts in competitive bidding.

"There was no conflict of interests because I had stock in those other two companies," Mr. Minor said. "All printing jobs received by Bel-Aire were placed by Chrysler Corp.'s purchasing department, which I have nothing to do with. Chrysler started using Taxi Ad long before I joined the company, and I had nothing to do with the placing of Taxi Ad contracts."

■ Mr. Minor said he sold his interests in the two companies five months ago when directed to do so by Chrysler.

Mr. Minor said he "welcomed the investigation" and added that he thought "it was a good thing. I have done nothing wrong and I hope it will clear the air once and for all," he said. He added that he knew of no other advertising or marketing executive at Chrysler who owned outside interests. #

AA Workshop Offers 'Best,' 'Worst' Ad Clues

(Continued from Page 12)

McCann-Erickson, Chicago.

Thursday morning, a panel judged a number of tv commercials which were screened. Panel-

Wm A. Morsteller Chester L. Posey

ists were Harry W. McMahan, tv advertising consultant and ADVERTISING AGE columnist, chairman; Bea Adams, vp, director of special tv projects, Gardner Advertising, St. Louis; E. H. Lotspiech, associ-

Harry W. McMahan Raymond O. Mithun

ate manager, advertising production division, Procter & Gamble Co., and Douglas L. Smith, advertising and merchandising director, S. C. Johnson & Son, Racine, Wis.

Using a 1-to-10 scoring basis, the panelists collectively rated Johnson & Johnson's commercial for baby powder highest. Other high scores were meted out to Piel's beer (Harry & Bert in "The Audition"), Chevrolet's two-minute ad which won the Cannes Film Festival award last year, the cerebral palsy public service spot ("The Puppet"), Sleex girdles, Pet milk, Duncan Hines cake mix, Maxwell House coffee, Johnson's shoe polish and Durkee minced onions.

'Unthinking Campaigns'

The famed Creative Man, whose "Creative Man's Corner" has been appearing in ADVERTISING AGE for more than 15 years, presented 1960 campaigns which he considered bad or ineffective. AA editorial director S. R. Bernstein read the anonymous Creative Man's choices.

Mr. Bernstein noted: "I want to make it completely clear that I am playing a role. I am not the Copy Chasers of *Industrial Marketing* in disguise, nor am I the Creative Man of ADVERTISING AGE. I do not write either column; I have never written either column, and I have no intention of ever writing either column."

■ Using slides, Mr. Bernstein quoted the Creative Man as follows:

"Of all the unthinking campaigns to appear during the past 12 months, perhaps the one displaying the advertising mind at its unthinkingest was the campaign for the Pan-American Coffee Bureau, featuring the League of Honest Coffee Lovers. This is about as far from reality as you can get, and it certainly isn't funny. As advertising it's inoffensive enough. Its chief fault is, it's stupid.

"A close second to the Pan-American Coffee Bureau campaign was the four-color waste of good advertising space plugging the Four Roses Society. Like the League of Honest Coffee Lovers, this is a movement that could gain ground only in the cloud nine mind of a skyscraper-ensconced advertising man—writing in a cliche-comfortable world far, far from the maddening world.

"While we're in the beverage department, let us consider the Calvert campaign—which, like so many whisky and gin campaigns these days, follows in the path blazed with so much publicity by David Ogilvy who insisted that, even if drinking and driving do not mix, drinking and the opposite sex most certainly do. Only the women, through observance of a convention everybody considers silly, still do not hoist one in the ads. They just sit there and look romantic while their boy friends get stinko."

The Creative Man lashed out at cigaret slogans, adding, "How can you pick a 'worst' advertisement among these? Selecting one condemns them all."

■ In assailing cosmetic ads, he said: "I've been curious for many years over what special kind of course cosmetic writers must take—in order to write the special kind of nonsense they do. Let me intone the copy of this Revlon ad for you . . . 'From east of the sun . . . west of the moon . . . where each tomorrow dawns . . . Pango Peach, the new color creation by Revlon. A many-splendored coral . . . pink with pleasure.'

"This color starts out by being peach, suddenly becomes coral and then turns pink. I have observed, however, that cosmetic colors have as little association with reality as hosiery shades or the names on Pullman cars.

"I say this, less to poke fun at cosmetic advertising than to illustrate how channeled it has become; how unchanging and tired; how deeply mired in the rut of conventionality."

Among other criticism by the Creative Man is that which was aimed at Goodyear's ad, headed, "Lots of good things come from Goodyear." The Creative Man called the ad "a harmless one, but essentially a dull one; done, redone, or approved by the easily satisfied."

He noted a Schlitz ad as "fairly typical of most beer ads today. It's not a bad ad. But it's like so many other beer ads it's simply neutral. It's not objectionable. It's not in bad taste. It's like Clement Attlee, the former labor prime minister of Great Britain, of whom Winston Churchill said, 'He's so modest—but then, he has so much to be modest about.'"

The critique group headed by Ray Mithun, board chairman of Campbell-Mithun, Minneapolis, took issue with a runner-up rating given by an earlier panel to a page ad for the International Ladies Garment Workers' Union. Several termed the ad "obscure" as to what message it was trying to get across.

■ A color ad from the Cling Peach Advisory Board, featuring recipes with hot peaches and hamburgers, was well received by the group.

Believability seemed to be the watchword for the group checking ads with Chester L. Posey, general manager of the Chicago office of McCann-Erickson. Many ads, they felt, failed to convince the audience that the product would actually do what the ad claimed.

Mitch Miller, musician and director of pop activities of Columbia Records, asserted that one of the greatest faults of radio and tv musical jingles is that half of them shouldn't be jingles at all.

Speaking on how to use music in radio and tv selling, Mr. Miller told the admen is often is a mistake to use a jingle just because a competitor has a successful musical jingles.

"If you have something to say, don't be afraid to say it without music, if music doesn't suit the message," Mr. Miller said.

Some of his own personal dislikes in musical commercials are five-part harmony or "far out" jazz—he feels only a minority of people like these kinds of music and the message doesn't entertain and therefore doesn't reach the majority of listeners.

"Entertainment," he said, must come first, otherwise the advertisers' purpose is defeated. In a jingle or pop song, Mr. Miller likes "loving commands." "Do it in a loving way," he said, "don't roar at them."

In describing his own tv spectacular presented on the "Ford Star Time" last month, he said that of the 12,000 letters received two weeks after the show, 95% mentioned the sponsor.

■ Representatives of four advertisers gave their views on 1960 ad campaigns. Offering the advertiser's outlook were William R. Farrell, director of marketing services, Monsanto Chemical Co., St. Louis; James S. Fish, vp and director of advertising, General Mills, Minneapolis; Franklin J. Lunding, chairman of the board, Jewel Tea Co., Chicago, and Ray Weber, advertising director, Swift & Co., Chicago.

Visit Niles Studio

Some films especially produced for the Workshop were featured at the Thursday afternoon session, which was held at Fred A. Niles Productions studios.

Smith Lotspeich Adams

RATE COMMERCIALS—*These three panelists reviewed "the notable tv commercials of 1960—a workshop session moderated by Harry Wayne McMahan, tv advertising consultant and Advertising Age consultant. They are Douglas L. Smith, advertising and merchandising director, S. C. Johnson & Son, Racine, Wis.; E. H. Lotspeich, associate manager of advertising production division, Procter & Gamble Co., Cincinnati, and Beatrice Adams, vp and director of special tv projects, Gardner Advertising, St. Louis.*

Weber Lunding Fish Farrell

ADVERTISERS REVIEW—*These four representatives of advertisers reviewed some of 1960's outstanding ad campaigns during the AA workshop. They are Ray Weber, advertising director, Swift & Co.; Franklin J. Lunding, chairman of the board, Jewel Tea Co.; James S. Fish, vp and director of advertising, General Mills, and William R. Farrell, director of marketing services, Monsanto Chemical Co.*

John Tennant, vp in charge of the tv commercial department at Leo Burnett Co., outlined the major types of stereotypes and cliches which creep into tv commercials:

- Superlatives—making an unprovable statement.
- Fantasy—Often abused in cosmetics commercials.
- The Repetitive—Cigarets, car and soap ads were listed as the worst offenders in this category.
- Pseudo and neo-naturalims—In the former instance, the portrayal of something like a family scene has little relation to real life; in the latter category Mr. Tennant gave the "masculinity school" of cigaret advertising as an example.
- Salesman—using the stand-up announcer "demands a tremendous amount of ingenuity and originality to raise it above the banal and the trite."

■ The "new" man, the agency commercial producer, was described in the ideal by Gordon Webber, vp and director of broadcast commercial production at Benton & Bowles, New York: He must be (1) an advertising man, (2) imaginative and creative, (3) possessed of a strong visual sense, (4) a film and tv tape technician, (5) knowledgeable about music, (6) a good administrator, (7) a diplomat, (8) a worrier, who "mistrusts hearty optimism," and (9) a person who possesses taste.

■ Marvin Rothenberg, vp in charge of production of MPO, New York, urged agency people to make full use of the creative abilities available in production studios. Too often, he said, the studio is called in to work on a commercial too late to offer creative assistance.

"You'll get more help out of the camera man, the set designer and others if you make them part of the creative team," he said.

A movie titled "The Cliche Family in TV-Land" poked fun at many of the overworked situations found in tv commercials. Another short film showed how creative camera work can transform everyday scenes into dramatic visual devices for commercial use.

A strong plea for changing the time system for tv spots (10, 20 and 60-seconds) to a system of 15-30, 45 and 60-second units was made by Arthur L. Zapel, tv group head at J. Walter Thompson Co., Chicago.

"I feel that the 10-20-60 second system of spot commercial lengths is an illegitimate child of our industry," Mr. Zapel said. "It is a bastard heritage made up of radio, early tv, the FCC and the momentum of convenience. It did not grow out of any thoughtful consideration of the stuff from which commercials are made—words, music, dramatic pace."

The ten second spot, he said, is merely "a second-rate poster, placed at a congested three-way intersection." And many 20-second spots are "expected to do 60 seconds of work in one-third of the time."

He demonstrated how musical spots can be better expressed in 15 and 30-second segments.

John B. Lanigan, vp and general manager of Videotape Productions, New York, told the audience that tv tape is now a firmly established medium.

"A commercial that cannot be produced on tape today is the exception rather than the rule," he asserted. "Tape is the medium that was invented for tv. It was designed to eliminate the incompatibilities between tv and film. Tape is the ideal medium to present a message or picture on tv."

Mr. Lanigan said his company made a survey on tape use in which 38 of the 100 top advertisers listed by AA participated. He said that 28 advertisers reported using some tape for commercials, with an average of 13.8% of the tv ad budget going for tape use.

■ G. D. Crain Jr., ADVERTISING AGE publisher, launched the workshop Tuesday with a welcome which noted, "Recent events have underscored not only the importance of technical skill in the creation of advertising, but also the priceless ingredients of sincerity and integrity.

"Good advertising," he said, "it has now become clear, must not only be good for the advertiser in the results it produces; but it must also be good for the consumer and the public in presenting worthy products in an acceptable manner.

"The face of advertising which we turn to the public is a composite of all the advertising in print and broadcast media. Unless it is considered a friendly face, representing a service which is reliable as a source of information and ideas, advertising will continue to suffer attacks from many sources. Continued criticism and ridicule of advertising can seriously weaken its role as a highly important factor in the maintenance of our national economy."

Mr. Crain continued: "The very existence of advertising depends upon public acceptance and approval.

■ "That is why so much responsibility now rests upon creative people—the responsibility of contributing to a better image of advertising by turning out ads and campaigns which promote products and services effectively, and at the same time, serve the public as a reliable and trusted source of buying information.

"If we follow conscientiously a code of ethics in the creation of advertising messages, we can bring advertising very close to the status of a profession," he said. #

Ferry Joins MacLaren

J. A. Ferry has been named to the new post of manager, western operations, MacLaren Advertising Co. Ltd., Toronto.

Well-known worsted manufacturer places big order for new switches!

In the next 24 hours the men who manage the world's busy textile mills — and who read and prefer TEXTILE WORLD — will spend $1½ million for new equipment.* How much of this business should YOU be getting?

ESTIMATES SHOW textiles expanding faster than automotive, paper, petroleum, many other basic industries. Spending almost half-a-billion this year . . . most of it for machinery, motors, switches, etc. *What do you make?*

Take a quick glance at today's textile buying. Reported directly to TEXTILE WORLD by the weaving overseer of a well-known worsted mill: *"I talked to our superintendent, and our mechanical and electrical engineers. We also looked at the ad at our foreman's meeting. We decided to replace our present switches with this new type."*

This is a closeup of textile management doing its job. One of its biggest jobs right now is buying. *Buying . . . from the ad pages of* TEXTILE WORLD! Ask to see more of these "verbatim" cases, covering all kinds of equipment.

Why is just one textile publication so able to sell your product? Because only TEXTILE WORLD concentrates its circulation in the biggest companies which operate the biggest mills . . . where the most buying is done. Because only TEXTILE WORLD is edited exclusively for management men *(the men who buy)*, satisfies their dual-needs, both as specialists and managers . . . with timely, useful information both technology *and* management methods.

Don't take our word for it. At least 20 major suppliers (perhaps even one or two of your competitors) have independently surveyed their own customer-prospect lists, and profitable discovered . . . "TEXTILE WORLD — *Read Most — Most Useful*" in the U.S.A.'s leading textile plants!

*13th Annual McGraw-Hill Survey Business' Plans for New Plants & Equipment — planned capital spending for textile equipment 1960—$412,800,000. We simply divided by 250 working days, took a round figure of $1½ million per day.

Textile World

A McGRAW-HILL PUBLICATION (ABC-ABP) 330 W. 42d ST., NEW YORK 36, N.Y.

1
New from Philip Morris
Marlboro
FILTER CIGARETTES
Marlboro
The new easy-drawing filter cigarette that delivers the goods on flavor. Long size. Popular filter price. Light up a Marlboro and be glad you've changed to a filter.
2
What you may not know about auto insurance could cost you plenty
3
Star-Kist
TUNA
THE REAL GOOD MEAT FROM THE SEA
4
What can you do with a penny today?
FRY 16 EGGS the electric way
Commonwealth Edison
5
Kellogg's
CORN FLAKES
6
Why Humming Birds choose sugar
7
Pillsbury White Cake Mix
8
Whatever happened to rust?
The Quiet, the Strong and the Quick
from CHRYSLER CORPORATION

BURNETT LORE—*The creative genius and versatility of Leo Burnett Co. is reflected in these eight ads produced by the agency over the last decade. The ads range from single pages featuring large illustrations and little copy to a classic ad for auto insurance, which had five pages of copy and few illustrations. (1) This is the first Marlboro ad created by the Burnett agency, which has since become a classic and could be the most single famous ad ever created by the agency. By using large illustrations of "he men," the agency changed the entire image of Marlboro cigarets from a woman's to a man's cigaret. Later ads carried tattoos on the hands of the "he men." (2) This is the first page of a five-page ad for Allstate Insurance Co., which ran last year in The Saturday Evening Post. The ad features five pages of copy, which gives much information on automobile insurance. (3) This new ad for Star-Kist tuna is typical of Burnett effectiveness with large illustrations and minimum copy. This ad is a favorite of Mr. Burnett's. (4) This ad for Commonwealth Edison Co., Chicago, featuring "Little Bill," a character created by the Burnett agency, is one of a long series. (5) Yogi Bear is featured in this outdoor poster for Kellogg. Burnett has made extensive use of Yogi Bear, Huckleberry Hound and other cartoon characters in Kellogg's advertising. (6) This ad highlighting hummingbirds is one of many interesting ads created for Sugar Information Inc. (7) Some of Burnett's finest work for food accounts has been done for Pillsbury. This ad is one of the most recent in a long series of cake ads, which have contained large, lifelike illustrations of cakes. (8) A longtime Burnett ambition was achieved two years ago when the agency was appointed to handle corporate advertising for Chrysler Corp.—its first automotive account.*

Creative Thoroughness Builds Burnett to No. 6

(Continued from Page 10)

in installing IBM electronic data processing equipment, which Mr. Heath describes as the "most modern equipment of its kind." The machines are capable of giving up-to-the-minute information on media costs, media budgets for clients, billings, media discounts, etc.

Burnett also is planning to modernize and enlarge its Hollywood office. Richard Emory has been named senior account executive on Star-Kist Foods and will move from Chicago to Hollywood in the near future.

■ The Burnett agency was born on Aug. 5, 1935, following the resignation of Mr. Burnett as a vp of Erwin, Wasey & Co., Chicago (AA, Aug. 5, '35). The agency started with a staff of eight and three accounts—Minnesota Valley Canning Co. (now Green Giant Co.), Hoover Co. and Realsilk Hosiery Mills. Green Giant and Hoover are still Burnett clients. Billings for the first year were a modest but satisfactory $900,000.

When the agency celebrated its 15th anniversary in 1950, it had 21 clients, billings of $22,000,000 and a staff of 280 persons (AA, Aug. 7, '50). It had branch offices in New York and Hollywood, in addition to its Chicago headquarters.

■ The last ten years have been ones of spectacular growth for the agency. In 1953, when billings hit $46,400,000, Burnett moved into the exclusive category of the ten largest agencies (it ranked 10th that year), and it has been in this group every year since, with the exception of 1957, when it finished 11th.

The two most impressive years were in 1958, when it compiled billings of $101,500,000, a $20,300,000 gain over 1957, and in 1955, when the agency placed $71,000,000 in advertising, a $16,000,000 gain over 1954.

Last year, Burnett became the sixth largest agency for the first time, with billings of $114,612,000. Today, the agency is billing more than $115,000,000, or a gain of some $93,000,000 over the past decade. The staff has increased from 280 to nearly 900 over that period. Surprisingly, Burnett's client roster has increased in number by only three—from 21 to 24—since 1950.

The billings of Burnett's 24 clients break down this way: One account, $15,000,000-plus; two accounts, $10,000,000-$15,000,000; three accounts, $5,000,000-$10,000,000; two accounts, $3,000,000-$5,000,000; 12 accounts, $1,000,000-$3,000,000; three accounts, $500,000-$1,000,000; and one account, $100,000-$300,000.

No less than 50% of the agency's billings currently go into television (ten years ago, slightly more than 25% of billings went into all broadcast). Burnett now devotes 22% to newspapers; 22% to magazines; 4% to outdoor; and 2% to radio.

During the past decade, Burnett has more than doubled its branches. In 1952, it opened its first Candian office in Toronto. Two years ago, following acquisition of Chrysler Corp.'s corporate advertising, Burnett opened a Detroit office. Last year, it opened a branch in Montreal.

■ Among the 13 new clients acquired by Burnett over the past ten years are Campbell Soup Co., Allstate Insurance Co., Chrysler Corp., Philip Morris Inc., Maytag Co., Sugar Information Inc., Motorola Inc., Cracker Jack Co., Swift & Co., Star-Kist Foods Inc., Sunkist Growers Inc., Commonwealth Edison Co. and Harris Trust & Savings Bank.

The agency also added additional products and business from Procter & Gamble, Pillsbury Co., Kellogg Co., and Green Giant, and assignments in Canada from Wander Co. and Salada-Shirriff-Horsey.

The last decade also was marked by the following account losses and resignations: Jos. Schlitz Brewing Co., Pabst Brewing Co., Toni Co., Crane Co., International Harvester Co., Converted Rice Inc., and Englander Co. (lost), and American Meat Institute, Bissell Inc., Glidden Co., G. Heileman Brewing Co. and Mars Inc. (resigned).

There seems to be little question, however, that most Burnett clients like the agency and keep their advertising accounts there. Of the present 24 clients, four have been with Burnett more than 20 years, seven clients 10 to 19 years, and seven clients from five to nine years.

■ The fast-growing agency solved a serious space problem five years ago when it moved from the London Guarantee Bldg. to the new Prudential Bldg. Burnett now occupies five full floors and parts of two other floors and is Prudential's largest tenant.

The agency's profit sharing trust is now in its 18th year and has 661 members. More than $6,000,000 is now in the trust. A total of 185 active Burnett employes own stock in the agency, with Mr. Burnett retaining controlling interest. #

900 Birthday Presents

CHICAGO, Aug. 5—In marking its 25th anniversary, Leo Burnett Co. will present each of its 900 employes with 25 silver dollars, contained in a silver sugar bowl together with 25 lumps of sugar wrapped in white wrappers imprinted with red apples—the agency's informal trademark. Each staffer also will receive a 25th anniversary book. #

Plymouth's XNR "idea car" featuring off-center styling

The Site: Detroit . . . The Issue: AUTOMOTIVE NEWS Auto Show Issue . . . The Date: October 10, 1960

For the first time in many years, The 1961 National Automobile Show is returning to the Motor City . . . and what a triumphant return it will be. New show facilities have been built in Detroit which are among the nation's finest. Unprecedented crowds are expected to attend.

The Show itself will generate the highest interest in years. Automotive manufacturers are expected to reveal for the first time—in the form of new cars—their impressions on the impact the 1960 "compacts" had on the market. Everyone interested in cars will be waiting with high anticipation.

Like the national political conventions, however, the real meaning of the Show will be left to the interpretation of the experts. That is the purpose of the 1961 AUTOMOTIVE NEWS Automobile Show Issue. You can imagine the interest this issue will hold for the major buying influences of your products.

Factory executives, car and truck dealers, styling and engineering personnel, purchasing and sales managers, automotive suppliers and jobbers will all look forward to these exciting features:

- Photos and data on every American automobile.
- Additional illustrations showing principal models of each make and top selling features.
- A complete section on trucks showing new models and other data.
- Feature stories about industry suppliers, including new developments on '61 models.
- Engineering and styling developments.
- Prices and specifications of all American automobiles.
- Advertising news on each make including plans for 1961.

The issue will go to over 43,000 regular subscribers . . . PLUS 3,000 copies to factory executives and dealers attending the show . . . PLUS 1,000 extra copies for requests received each year . . . a GRAND TOTAL of over 47,000 copies! And if you prefer to use full color, you will be extremely pleased at the economy.

Why not contact your local representative today to make early reservations for this outstanding issue.

RESERVE SPACE NOW

Published: October 10, 1960

CLOSING DATES:

3 and 4 color plates: September 27

2 color, black and white, September 29

REPRESENTATIVES

NEW YORK: Edward Kruspak, Howard E. Bradley, 51 E. 42nd St., Murray Hill 7-6871

CHICAGO: J. Goldstein, Bill Gallagher, 360 N. Michigan Ave., State 2-6273

DETROIT: R. L. Webber, William R. Maas, Roy Holihan, 965 E. Jefferson, Woodward 3-9520

SAN FRANCISCO: Jules E. Thompson, 681 Market St., Douglas 2-8547

LOS ANGELES: Robert E. Clark, 6000 Sunset Blvd., Hollywood 3-4111

The most *influential* publication in the automotive industry.

The Newspaper of the Industry

Automotive News

ENGINEERING MANUFACTURING MERCHANDISING SERVICING

Survey Finds Sales and Profits Improved . . .

Top Cars

Market Strength Cheers Dealers

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1959

48,389

HELP WANTED

ADVERTISING MANAGER

We are a medium-sized, fast-growing paper manufacturer. We now have an opening for a man to head our advertising department working directly with our Sales Executives. The right candidate should have several years of industrial or agency experience and a creative mind so that he is now qualified to work with our agency. When he has become familiar with our business, he should be able to carry the full responsibility for our advertising program. Our city affords pleasant living and a good environment for children and our company offers an attractive salary and outstanding fringe benefits which can best be discussed in a personal interview. Please write us your qualifications. All replies will be held in strict confidence.

FORT HOWARD PAPER COMPANY
Green Bay, Wisconsin

AUGMENT YOUR INCOME

Need help to represent consumer and trade books. Ohio, Western Pennsylvania and Michigan. Excellent commission arrangement. Could be part-time.

Box 3969, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE LAYOUT ARTIST WANTED

to function as art director of established growing agency in midwest city of 100,000. Must be strong on layout, some finish. Will work on both consumer and industrial accounts with some client contact. Must be able to show proven ability. Good starting salary with solid future and no limitations. For personal interview write

Box 3970, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE WRITER

Immediate opening for "pro" who wants to go places with a small but solid agency on its way up. Should have agency experience, proven ability to develop an idea for radio, TV, collateral materials, black and white. Tell us why you're our man; include resume, salary requirements.

Box 3971, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE

publicity ..... editors
adv. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

ASST. TO ADVERTISING MGR.

To create and execute advertising and publicity programs for commercial products in atomic energy field. The man we are seeking might now be with a leading 4-A agency or doing either advertising or publicity work for a major corporation producing equipment with high R & D content. Good writer. Age 27-35.

Please send letter of inquiry to

Mr. J. L. Beckham
General Dynamics
General Atomic Division
P. O. Box 608 San Diego 12, Calif

CIRCULATION PROMOTION MANAGER

Well established, progressive trade publications publisher is looking for capable, creative, experienced man to take charge of our circulation promotion program. If you are capable of accepting a real challenge of your ability, then write us full particulars. The job is waiting for the right man to fill it.

Box 3972, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago Su 7-2255

CREATIVE RESEARCH

Aggressive, long-established Chicago agency has an excellent opportunity for a man or woman capable of initiating and evaluating creative research projects. He or she will have to be a self-starter, capable of working independently.

Must have solid academic background and practical experience in techniques of consumer motivation research and advertising evaluation. Send detailed resume including salary desired.

Box 3990, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

WRITER-ORGANIZER

Large Midwest firm looking for man with ability and desire to obtain and organize sales information, write and/or supervise agency writers, prepare dealer advertising material of all kinds. Background in farm or industrial equipment helpful but not necessary. Salary commensurate with ability. Send resume and salary requirements.

Box 3968, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Y & R
Advertising Agencies or Agents Wanted

National Anglo-Jewish Weekly seeks representatives throughout the country . . . contact.

The Jewish Press
3427 Surf Avenue
Brooklyn 24, N. Y.

COPY CONTACT MAN

Must have some billing. We have complete art, copy and photo facilities. Salary and bonus. All replies in complete confidence. Please do not phone. We will contact you. Send complete data to **Mary Brown, Edelstein-Nelson Advertising Agency, Inc., 203 N. Wabash Ave., Chicago 1, Illinois.**

BARNARD'S
A Specialized Placement Service
ADVERTISING PR, EDITORIAL, SALES, SECRETARIAL & GEN OFF
call or write
Miss Barnard Mr. Pollard
WA 2-2306 220 S. State St., Chicago 4

POSITIONS WANTED

FREE LANCE PUBLIC RELATIONS

Seasoned newspaperman offers taste and economy for Chicago clients.

Box 3895, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SHIRT-SLEEVED ADVERTISING-SALES PROMOTION MANAGER

More than 20 years active experience with McCann, FS&R and other AAAA agencies, with national advertiser and as owner of small service agency serving important national and regional accounts. A prolific writer with sound personal-contact knowledge of markets, thoroughly versed in layout and production. Capable of managing a large department or soloing with an aggressive smaller organization. Can shoulder all the responsibility for planning, writing and supervising production of consumer and dealer literature, sales manuals, catalogs, and solving any creative-administrative problem that is likely to come up. Reasonable salary. Available September 1. Write

Box 3973, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TIRED COPY?

Copywriter—just returned from three months' "refresher" in Europe . . . bursting with bright ideas. Previously, years of 4A Advertising Agency experience—TV, Print, Radio. Packaged goods—beauty soaps, food, cosmetics, household and laundry washing products. New York area.

Box 3974, ADVERTISING AGE
630 Third Ave., New York 17, New York

YOUNG ADVERTISING EXECUTIVE

handles 1-million-plus account for top 4A agency, desires challenging ad mgr job

Box 3975, ADVERTISING AGE
630 Third Ave., New York 17, New York

Production, Service or Traffic. Nine years production-traffic experience with retailer, manufacture and newspaper.

Box 3976, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ART DIRECTOR

Wanted! Challenging position creative agency. 16 yrs. exp. creation thru prod. Consumer, industrial. Relocate. Try me.

Box 3977, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING MANAGER

Creative, young (35) exec. with outstdg. record in Advtg., Prom., Marketing and Merch. Currently Marketg. & Research Dir. for large nat'l. org.; desire position with challenge to build broader future. Resume upon request.

Box 3978, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

Advertising & Sales Promotion Mgr. Mature efficient administrative ability to handle your entire program. Capable of producing results desired. Prefer position with manufacturer located in California. Minimum salary, $15,000. Write or Wire

Box 3979, ADVERTISING AGE
630 Third Ave., New York 17, New York

EMPLOYED INDUSTRIAL COPYWRITER $6500-$7500 SOUTHERN AREA ONLY

Strong on ideas, technique. Experienced in space, collateral. Need broader range.

Box 3980, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WRITER seeks career position in industrial publicity, adv. or sls prom. Commuting distance of NYC ONLY. Agency and comp. exp.

Box 3981, ADVERTISING AGE
630 Third Ave., New York 17, New York

NEED A GAL CO-ORDINATOR?

Let me organize your confusion. 10 years agcy. exp. on consumer and ind. accounts. Working knowledge all phases adv. including P.R. Available Sept.

Box 3982, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

INDUSTRIAL ADVERTISING

Top-notch qualifications, all phases. Now Ad. Mgr., petr. eqpt. manufacturer. Developed job from scratch to over $100,000 budget, less than 2 years. BA plus, 34, need $10,000.

Box 3983, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

INDUSTRIAL COPY—FREE LANCE

Technical ads., literature, publicity, by Engineering trained pro. Fee Basis.

Box 3984, ADVERTISING AGE
630 Third Ave., New York 17, New York

ACCOUNT EXEC—INDUSTRIAL

Handled electronics, chemicals, machinery. Engineering training. Have billing.

Box 3985, ADVERTISING AGE
630 Third Ave., New York 17, New York

EDITOR—SALESMAN

PROFIT CONSCIOUS AND CREATIVE! 10 YEARS NEW TERRITORY DEVELOPMENT. EDITOR OF NATIONAL TRADE MAGAZINE. IMAGINATION AND ENERGY TO ACCOMPLISH COMPANY PROFIT GOALS. SALES AND/OR WRITING WORK DESIRED IN GROWTH INDUSTRY. WILL TRAVEL.

Box 3986, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

GUARANTEE SALES RESULTS
AS YOUR ADV. MGR. OR A.E.

Have created top sales getting campaigns for top co's. Overall marketing man. Salary $13 to 15,000. Resume ready.

Box 3987, ADVERTISING AGE
630 Third Ave., New York 17, New York

ELECT AD MAN TO AGCY OR INDUST.

Varied ad prom exp 7 yrs mag. & indust. S/P mgr; idea-copy pro. Family, 31, MBA.

Box 3960, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES WANTED

SPACE SALESMAN

Have opening in Chicago office of established Publishers Representative. Must have some space sales experience. Salary and commission.

Box 3945, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Publishers' Representative for 57 year old Musical Trade Publication Completely revitalized leading publication offers Eastern Territory on a 15% commission basis only to a man who actively makes calls.

Box 3988, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE OPPORTUNITY. Leading 23-year old food publication, No. 1 in its field, has opening space salesmen, salary plus bonus. Age 28-38. Write

Box 3989, ADVERTISING AGE
630 Third Ave., New York 17, New York

MISCELLANEOUS

FREE STOCK PHOTO CATALOG

Big selection. Baby, children all ages, poses. Exculsive use. Low cost.

Guide, 5032-20 Lankershim
North Hollywood, Calif.

HARDWARE MAILING LIST

Over 60,000 hardware outlets including 42,700 hardware retailers plus hardware chain stores, hardware departments of department stores, hardware wholesalers, etc.

Retail list comprises best customers compiled by nationwide distributors. Up-to-date, audited. Entire list on Speed-O-Mat Stencils. Files, etc., included.

Write

Service Publications, Inc.
2491 Lee Blvd.
Cleveland Hts. 18, Ohio

FIRST WORDS

When babies happen to the editorial people at Gebbie Press they soon learn the words, "Mommy," "Daddy," and "house organ." It isn't very strange when you figure that their editorial dads have little else on their minds other than good house organs. **Gebbie Press, 151 W. 48, N.Y.C.**

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

PUTTING OUR MAGAZINE EXPERTS ON YOUR STAFF— BUT NOT ON YOUR PAYROLL— GIVES YOU TOP MEN FOR A TOKEN FEE!

Association of Publisher's Representatives
70 East 45th St.
New York 17, N.Y.
85 members

APR

AVIATION WRITER

The Position: Responsibility for copy and creative direction of sales brochures and trade paper advertising of aviation communication, navigation and instrumentation equipment for both the airline and general aviation markets.

Qualifications: An experienced advertising writer with background in flying would be ideal. We'll compromise on the flying background if necessary.

Details: Send your letter of application and salary requirements to **Mr. L. K. Breuer, Advertising Manager, Collins Radio Company, Cedar Rapids, Iowa.**

Display Designer Production Man. Experienced in development and coordination of wire, plastic, wood and corrugated materials utilized in permanent Point of Purchase displays. Write full details to Box 321, ADVERTISING AGE, 630 Third Avenue, New York 17, New York.

MR. AD EXECUTIVE

Looking for ad men? Call

FRED JOHNSON

Advertising Employment Consultant

DOROTHY BOCKSTADER CONSULTANTS
64 E. Lake, Chicago RA 6-6167

More Classified Ads continued on Page 112

EDGEWORTH'S $25,000.00 "WORLD SERIES" CONTEST
FIRST PRIZE
WINNING PLAYER'S SHARE!
$8,500.00 OR MORE
OVER 1,000 WINNERS!
FIRST PRIZE
SECOND PRIZE
3 PRIZES 20 Hamilton Electric Watches
4 PRIZES 40 "Golden Throat" RCA Clock Radios
5 PRIZES 1,000 MEDICO CREST FILTER PIPES
$2,000 FOR RETAILERS!
CONTEST RULES
OFFICIAL ENTRY BLANK
Just Finish This easy verse about famous House of Edgeworth Pipe Tobaccos
Enter As Many Times As You Wish!

PLAY BALL!—*Larus & Brother Co., Richmond, will use this full-page contest ad in the Sept. 17 Saturday Evening Post, and in Argosy, Esquire, Field & Stream, Outdoor Life, Playboy, Sport, Sporting News, Sports Afield, True and This Week Magazine. More than 1,000 prizes will go to winner of verse contest about House of Edgeworth tobaccos. Cargill, Wilson & Acree, Richmond, is the agency.*

Greenville Media Pledge to Play Down Race Strife

GREENVILLE, S. C., Aug. 2—A resolution passed last week by the Advertising Club of Greenville has pledged the newspapers and broadcasting stations in this city to "play down rather than play up the racial unrest existing in our community."

Greenville was recently the scene of racial disturbances. The advertising club deplored any "sensational" coverage of racial incidents. The media members signing the resolution agreed not to broadcast news items about racial disturbances while they are in progress.

The advertising club resolution was signed by Greenville's two newspapers, the *News* and *Piedmont*, WFBC-TV and WLOS-TV, and radio stations WMRB, WFBC, WBSC, WQOK and WMUU.

■ The full text of the resolution is:

"The undersigned member firms of the Greenville Advertising Club . . . representing the news media of Greenville, do hereby make this pledge:

• "Whereas: Greenville finds itself in the throes of race unrest and whereas this unrest has resulted in actual rioting . . . resulting in unfavorable attention and creating an atmosphere that is not conducive to good business nor good relationship among our fellow men.

• "Therefore: we offer our assistance to the protective forces of our community in agreeing that we will not broadcast news items regarding a racial disturbance while that disturbance is still in progress. And that after the disturbance is over, we will treat such items as regular local news items and in a manner so as to delete the air of sensationalism.

• "Further: The media of Greenville pledge to play-down rather than play up the racial unrest existing in our community.

"The undersigned pledge to assist and aid our protective forces in every way possible to restore the calm conditions that have always existed in our community." #

'Esquire' Names Two

Alan Tigner has been named eastern advertising manager of *Esquire*, a new post. He formerly was a member of the magazine's sales staff. Rothwell Mason, formerly with the New York office of *Good Housekeeping*, has been named manager of the San Francisco office of *Esquire*, *Coronet* and *Gentlemen's Quarterly*, succeeding Jack Smith, who resigned.

McCann Names Three

William Borah has been named an account executive in McCann-Erickson's new Seattle office. He formerly was national sales service manager of KIRO-TV, Seattle. McCann also has named Ted N. Tracy, manager of its Portland office, and Paul E. Funk, account executive in New York, vps.

Kay Joins Motivation Analysis

Dr. Herbert Kay, a writer and a psychologist, has joined Motivation Analysis, West End, N.J., as director of project development. Dr. Kay was formerly director of psychological studies for International Research Associates, New York.

Burke Joins Woolf & Son

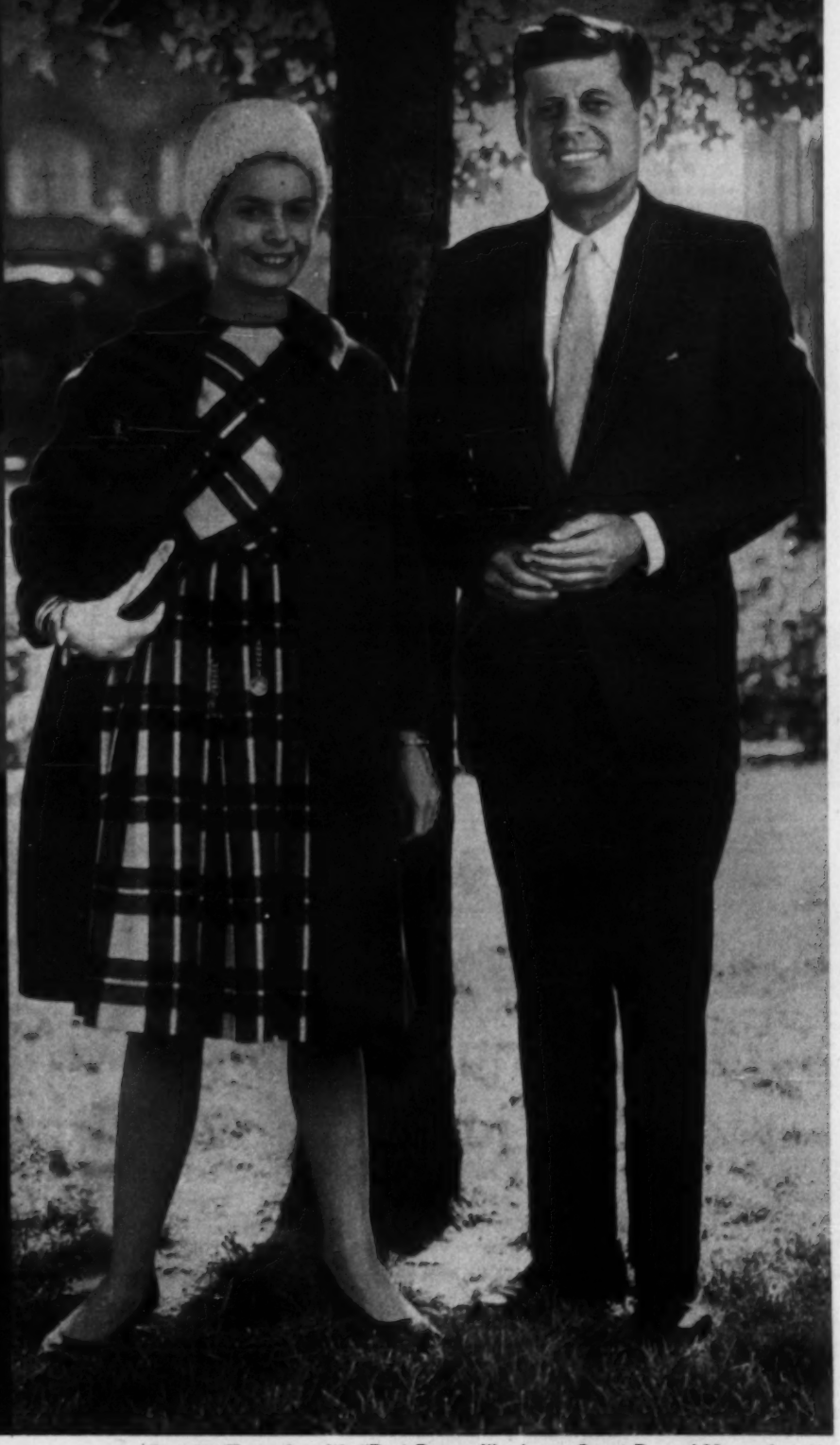
James E. Burke has joined the New York sales staff of Thomas O. Woolf & Son, national advertising representative of *Ordnance Magazine* and *U.S. Naval Institute Proceedings*. Mr. Burke was formerly with the U.S. Navy.

Cassidy Joins RKO General

David E. Cassidy, formerly manager of the Los Angeles office of Bolling Co., radio-tv station representative, has joined RKO General, New York, as assistant to the vp in charge of broadcasting, Hathaway Watson.

1960...YEAR OF CHANGE!

Vice President Nixon with "Best Dressed" winner Barbara Allen of California

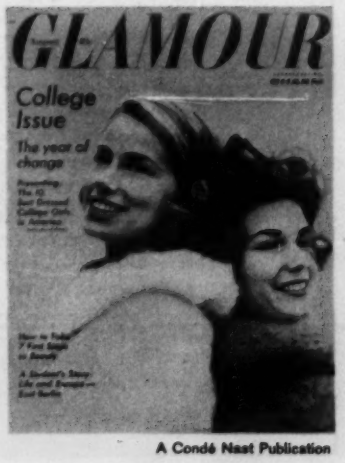


Senator Kennedy with "Best Dressed" winner Janet Day of Massachusetts

The Presidential race has begun—but Glamour is already *in!* Both distinguished candidates—along with a number of their illustrious colleagues—posed especially for Glamour (as above) with America's 10 Best Dressed College Girls, featured currently in our August issue!

POPULAR GLAMOUR PLATFORM! More than 4,000,000 readers have pledged their support, giving Glamour the largest fashion magazine circulation on record. Why this majority vote? Glamour's editorial excitement and "how to" authority are sweeping the country...sparking the imagination of fashion-minded young women from Maine to Hawaii.

A LANDSLIDE FOR GLAMOUR! Circulation UP 54%! Retail newspaper tie-ins UP 46%! Advertising pages UP 33%! 1960 is the year of change—and the big swing is to Glamour!



A Condé Nast Publication

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1959 **48,389**

INDUSTRIAL COPYWRITING AND SALES PROMOTION

Heavy equipment manufacturer has immediate opening for competent writer 25-35. Must be capable of handling variety of promotion writing such as house organ, direct mail, dealer material and special promotion. Job scope will also include other phases of advertising and promotion. Ideal family town in progressive Southwest area. Send full background resume and salary required to start. All replies confidential.

Box 320, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

OPEN LETTER TO CREATIVE DIRECTORS

I have been often and enthusiastically told that there is always an open market for talent. And, the finer the talent, the bigger the market.
Laudable!
However, I find myself in a situation that goes a-begging for just application.
I am a maverick . . . an unknown quantity (or quality). Without the necessary proof of bloodlines, such as a sample book filled with films of produced TV commercials, or a college degree, I find myself ineligible for a passport to your Never-Never Land.
Conversely, in every position I've had to satisfy myself with, I was told, "My God, girl, with your talent, you're wasting your time here!" and, "Get out there and get yourself a position you can sink your teeth into!"
Above I mentioned a sample book . . . I do have one. One that has impressed everyone who's seen it. But, there's a chance involved. And, I sympathize with this position to a point.
Gentlemen, my only question now is: What would you have me do to prove myself? Or, how much are you willing to chance on a sure thing? Write to: Box 322, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

ARE THERE ANY copyWRITERS LEFT?

Men who see copy as a career? Men who know as much about their products and markets as the AE? Men who have WHY branded on their brains? Who think it's more challenging to write industrial copy than consumer? Who like to work on anything that will help sell a product—space ads, direct mail, literature, sales aids, dealer programs, etc.? Who can analyze, think logically, and then let their imagination fly?

We need such a man to work with two other writers on two major industrial accounts . . . in a large medium-sized agency in upstate New York. Salary to match ability. Send your five best pieces of copy to Box 319, Advertising Age, 630 Third Avenue, New York 17, N.Y.

YOUNG COPYWRITER WITH REAL GROWTH POTENTIAL

Our client is a stable, well established, solidly growing, moderate sized agency in a pleasant, medium sized eastern city. They seek a well above average, bright, reliable man with two to five years foundation experience in advertising for a key position leading to account executive responsibility with a variety of consumer and industrial clients. Man selected must have proven ability to write clear, hard pulling copy. He will be developed for responsibilities in other phases of agency operations as fast as he can accept them with direct sharing in agency income. Starting salary $150/week, with assured increases consistent with growing competence. Please submit resume in complete confidence.

Frederick Chusid and Company
Management Psychologists
221 North LaSalle Street
Chicago 1, Illinois

SATISFIED WITH YOUR SPACE SALES?

We offer you immediate, permanent, extensive (or regional) representation through the earnest cooperation of our principals and their years of experience as publishers' representatives for trade and business papers.

Between our Chicago and New York offices, we assure you of the same personal coverage as your own organization could give from the Midwest to the East Coast.

Our Senior Executive will gladly discuss your situation personally and confidentially.

Box 323, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

We're looking for another writer

If you are a creative writer with a successful agency background . . . if you've grown faster in know-how and ability than your present job requires or pays . . . if you want to work in a smaller community with a group of equally creative ad men . . . then write to me. Include experience, salary range, and personal information in your first letter.

Howard Swink, President
Howard Swink Advertising, Inc.
372 E. Center Marion, Ohio

ART DIRECTOR NEEDS NEW SHOES

Nine years in present agency connection and now toes are cramped. Prolific idea man. Racy roughs—crisp comps—well versed in all areas. Box 318, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

OATS FOR YOUR TEAM

Marketing executive can help your company put mood sell, sales sense, and when desirable, the lack of it, in market communications! Also experience to do that seemingly simple but elusive job of "getting things done" in key phases of management. Age 35. Located east but will relocate. Write for resume.

Box 324, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING SALESMAN WANTED FOR EAST COAST

Metalworking book, in growth market, seeks man with knowledge of this market.

Salary and profit sharing. Be specific

Box 326
Advertising Age
200 East Illinois Street
Chicago 11, Illinois

TOP-DRAWER ADVERTISING EXECUTIVES!

T/V-RADIO CREATIVE DIRECTOR $30,000+ Large internationally-known Midwest agency seeks top-flight man with solid history in serving blue-chip clients. Will function as Vice President & supervise sizeable staff.

VICE PRESIDENT — BROADCAST OPERATIONS—$30,000+ Heavy background in contract negotiations for time, talent & program packages. Solid in administration & supervision. Midwest 4-A agency.

ASS'T. CREATIVE DIRECTOR . . . $27,000+ Must possess outstanding creative originality in T/V-radio and be effective in producing & supervisory functions. Large Midwest 4-A agency.

SENIOR COPYWRITER .....to $20,000 Young, talented & versatile writer needed by well-known Midwest 4-A agency. Must be strong in consumer package goods or related.

For confidential representation contact—

George E. Pyikas
Manager-Advertising Division
CADILLAC ASSOCIATES, INC.
29 E. Madison Bldg. Chicago 2 FI 6-9400

Our 49th Year

SALES PROMO.-COPY/CONTACT 4A Eastern Agency ..... $13,000+
EDITOR—TRADE PUB. Good re-write & evaluator 12,000
SPACE SALESMAN—trade pub. Chicago & mid-west territory 8,500-9,000
COPYWRITER—*Jr.*,—TV-Radio exper. copy —college graduate ..... Open
MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

SUPERVISOR — ADVERTISING AND SALES PROMOTION

Experienced man to supervise and maintain direct mail operations and exhibits. Direct small staff. Major electrical - electronic company in Northern New Jersey. State salary requirements when submitting resume. Box 325, ADVERTISING AGE, 630 Third Ave., New York 17, N.Y.

NEW YORK'S PRETTIEST!

Models and Showgirls, ready at a moment's notice for any Advertising, Illustrative, or Photographic assignment. See Photos and Resumes in New "SHOWGIRL" magazine. Trial Subscription $1.00. Sample 35¢

A. RICARDO, PUBLISHER
1170 BROADWAY NEW YORK 1, N. Y.

DON HARRIS NEEDS:

. . . a few days vacation now and then, has men for his most pressing jobs so lists only two hard-to-finds this time.

SALES PROMOTION, COPY-CONTACT, agency. Agency experience not needed, not even desired unless typical of client-side. ALL-AROUND, field-rooted sales promotion ..... $13-$15M
COPY-CONTACT, agricultural and animal husbandry, to build "ag" department in sizeable agency ..... $13-$15M

DON HARRIS, Director
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago, WA-2-9400

WE NEED TWO GOOD CREATIVE MEN

Copywriter—We're looking for a smart, young copy man—a guy really "on the come" for our expanding copy department. He must have the ability to see through merchandising problems and provide intelligent, creative and imaginative answers for them. He should be able to write in simple factual, easy-to-understand terms. Minimum 2 years of agency experience preferred.
Layout Artist—a real pro who has the ability to render layouts fast, in a crisp, original, highly creative manner with minimum direction. Must be familiar with type faces, marking up copy and preparing art for production. Minimum 5 years of agency experience preferred.
We're a fast-growing, medium-size consumer agency . . . if you want to grow with us, call or write:

Herschell Goodman, Creative Director
Stern, Walters & Simmons, Inc.
201 E. Erie, Chicago 11, Illinois
Michigan 2-4990

Doyle Dane Bernbach is looking for 1 copy writer and 4 junior copy writers

Discovering a great new writer gives us as much of a kick as turning out a great ad. (And it takes just as much sweat.)

We don't ask the usual questions; we find they don't help us find unusual ability.

So it doesn't matter to us whether you're writing for a big agency or a small agency—or a department store, for that matter.

It doesn't matter to us whether you're working on 4-color spreads in Life or on trade ads.

What does matter to us is that your ads work. And they work because you've gotten to the heart of the matter; you've crystallized it with an idea that's fresh and arresting (and we don't necessarily mean clever); and you've written with warmth and believability.

What does matter to us is that your work shows respect for the intelligence of the reader, respect for the money that's being invested in the ad. And respect for yourself.

We think the best way we can tell about you is to see some of the work you've been doing. Specifically . . . we'd like to see proofs or photostats of your two best ads.

All of these openings are in our New York office. They're primarily for print—although we think you'll be pleased to know that you'll probably get a chance to work on TV later on. (The same writers work on both at DDB.)

If you're interested in the copy writer opening, write to Doyle Dane Bernbach, Box "A", ADVERTISING AGE, 630 Third Avenue, New York 17, New York.

If you're interested in one of the junior copy writer spots, write to Doyle Dane Bernbach, Box "B", ADVERTISING AGE, 630 Third Avenue, New York 17, New York.

Please don't contact us direct, we're up to our necks in work.

have a HAPPY day!

carson/roberts/inc
wants a
MARKETING- ACCOUNT MAN
with specific experience
in cosmetics and
allied packaged products.
please send resume;
reasons why you are
the man for job and this
particular group; to ralph carson,
8811 alden drive,
los angeles 48

ADVERTISING

America's largest advertising placement agency. We offer coast-to-coast service.

ART DIRECTOR $20,000
Real "Pro" for one of the countries top agencies on a variety of accounts. Must be good administrator.

ACCOUNT EXECUTIVE $16,000
Solid agricultural bkgd.-plant and feed ingredients for key account.

ACCOUNT EXECUTIVE $12,000
Young A.E. or Ad Mgr. with solid bkgd. in Electronics. Excellent future with top level ad agency.

COPY CONTACT ..... OPEN
Effective writer with sales promotion and test market experience. Will conduct sales meetings, contests, etc. on large photo equipment account.

CREATIVE DIRECTOR $18,000
Writer with imagination who can inspire others to maximum achievement. To age 45.

ADVERTISING MGR. $12,000
Giant mfgr. of Electronic Devices and Radio Controls requires sales promotion and advertising bkgd.

Contact B. L. Clem
DRAKE PERSONNEL INC.
29 East Madison Bldg., Chicago 2, Ill.
Financial 6-8700

"I read Ad Age for its concise, honest, quick coverage"

says JACK K. LIPSON, *Director of Advertising*, Helene Curtis Industries, Inc.

Armed with a sheepskin from the American Academy of Art in Chicago, Mr. Lipson entered the graphic side of advertising and, before his World War II service, chalked up experience in both the retail and agency fields. Among his "credits" during this early period were those of being art director at Henry C. Lytton & Sons (for three years) and at Mandel Brothers department store, which position he left to join the Air Corps in 1942. He returned to civilian life four years later as art director for Helene Curtis Industries.

In 1951, Mr. Lipson was named assistant advertising manager in charge of the Curtis Beauty Division. Six years later he moved up to advertising manager for all three of this Chicago firm's divisions—Beauty, Retail Products and Lentheric. As director of advertising (since January, 1960), Mr. Lipson coordinates the activities of four advertising agencies and heads the company's advertising, packaging and product publicity departments.

"In a fast-changing, highly-competitive profession, it is absolutely essential to know what's happening as soon as possible. Advertising Age reports the events of my field concisely, honestly, quickly. If I wait until Tuesday to read Monday's issue, I've already been told by almost everyone I meet what's in Ad Age!"

important to important people

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

1 Year (52 issues) $3

ABC

ABP

NBP

STORY BEHIND THE AD—*Putting an ad together when four advertisers are involved is a complicated process. The pictures above show the work and manpower poured into the ad for butter cookies on the right. In the picture at upper left, three brain trusters ponder getting the cookies together for an ad. They are (from left to right) Per Hogestad, Campbell-Mithun art director for the American Dairy Assn.; W. E. Rehman, promotion director for the association, and David Burns, Campbell-Mithun account executive on the dairy account. In the foreground is Mabel Hoyt, a Pillsbury home economist, and behind her are Ralph Seberhagen, Campbell-Mithun art director on the dairy account, and Marley Brandt, C-M account executive on Pillsbury. In the next shot, the problem solved, Mr. Seberhagen and A. T. Munroe, McCann-Erickson account executive on Nestle's chocolate, arrange the cookies in a glass cookie jar. The last shot shows a Shigeta-Wright photographer about to shoot the artwork. The ad will run in late September. Advertisers tying in on the ad are the American Dairy Assn. (butter); Pillsbury Co. (flour); Nestle (chocolate); and R. E. Funsten Co. (nuts).*

Simca Cuts Ads, Boosts Dealer Recruitment Plan

(Continued from Page 1)

command 43% of the total import market.

■ Running behind last year's sales are English Ford, Opel, Vauxhall, Simca, Fiat, Hillman, Volvo and Triumph. In some cases, the declines are exceedingly steep. For example, Hillman sales are down from 11,800 to 5,800 for the first five months; Simca plunged from 15,600 to 7,200; Fiat dropped from 15,000 to 10,600.

The sales decline has been accompanied by a cut in advertising budgets. English Ford, Opel and Vauxhall have all reduced their promotional expenditures.

■ Simca, at one time a plus-$2,000,000 advertiser, reportedly has cut its third quarter schedule to two magazines—*Life* and *Sports Illustrated*—and is concentrating its attention on recruitment of dealers.

The dealer problem is recognized there as a tough nut for the imports to crack. With the advent of the compacts, many U.S. car dealers lost interest in the import lines they had added.

■ Simca is now putting on a major push to sign up dealers who are exclusively import car dealers. Robert M. Finlay, editorial director of *Automotive News*, recently put his finger on a revealing aspect of this business. He pointed out that only 75 of Simca's 750 dealers are exclusively import car dealers—the others are primarily Chrysler line dealers; yet, six of the ten top Simca dealers in 1960 are exclusively import dealers.

It is generally accepted that Volkswagen and Renault have built the strongest dealer organizations in the import field.

MELTZER DENIES CUT IN SIMCA AD FUNDS

DETROIT, Aug. 5—Richard N. Meltzer, head of the agency handling Simca advertising, denied today that any reduction had been made in Simca's ad expenditures for the third quarter.

■ He said, however, that some media shifts have been made, with the agency buying some additional network radio time on "Monitor," and some advertising in trade publications, *Automotive News* in particular, for a program to gain new independent dealers outside the Chrysler organization. #

Corvair Lags but Full-Size Chevy Still Leads Pack

DETROIT, Aug. 2—The Chevrolet division of General Motors is still primarily in the business of manufacturing full-size Chevys, judging from the latest auto production figures.

During the first seven months of 1960 the division turned out 1,260,358 cars—and only 163,538 of them were Corvairs, Chevrolet's entry in the compact car derby.

Meanwhile, Ford Motor Co., whose standard-size car is running second in sales behind the front-running full-size Chevy, is doing considerably better in the compact car department. Yesterday the 500,000th Ford-made compact rolled off the assembly line in Lorain, O. Ford also reported that 44% of its total July production was in compact cars—30% Falcons and 14% Comets.

■ Chevrolet's sales leadership apparently fails to impress another competitor. Still voicing his faith in the future of compacts, George Romney, head of American Motors, went so far recently as to predict:

"Chevrolet will be made into a compact car, or it will lose its sales leadership in America."

Asked about a recent comment of Harlow H. Curtice, former president of General Motors, to the effect that he didn't believe the American buyer really wanted a compact car, and that the trend will be for bigger cars, Mr. Romney said:

"If other companies do what Mr. Curtice says they will, and we keep our cars where they are in size, I can tell you who is going to get the bulk of the business."

■ American Motors may continue to hold the top spot for small car sales if the other makers abandon theirs. Mr. Romney expects to make and sell better than 500,000 cars this year. The company produced 319,097 up to Aug. 1. Its Wisconsin assembly lines are still going on a three-shift, six-day basis and will until mid-August.

About a year ago the word was that Rambler would be dead as soon as the new Big Three compacts appeared. Mr. Romney then said the new smaller cars would merely stimulate the business, and that American Motors would continue to prosper. American Motors' near-half-million sales expectancy for 1960—nearly doubling its last year's sales—backs him up.

■ Mr. Romney thinks people want a small car but not the smallest that can be made. American Motors' intention, in the 1961 line, is to make its smallest car, the American, a little more costly and comfortable, with less stress on economical operations.

"Compact is a generic term," Mr. Romney was quoted as saying in a recent interview. "It's a car that avoids excess bulk and length and still provides room and comfort that people want in a functional automobile."

The highest value in room and comfort in today's car is one from 170" to 200" in length, with a wheelbase between 100" and 120", Mr. Romney went on to say. He sees signs of the European makes building up to this, while the larger American car makers are coming down. The figures he mentioned, oddly enough, fit the present and coming American Motors lines.

■ The American Motors president expects to keep the compact leadership and make money for his company in so doing, even though the Big Three companies appear to be showing a distaste for the profit possibilities in the small car field.

American Motors will have a production capacity of 600,000 next year and has enough land already purchased in Wisconsin, near Milwaukee and Kenosha, to expand to 1,000,000 cars a year by 1963.

Mr. Romney didn't say he was going to do that, but he said it could be done, if the compact popularity maintains itself, as he expects it will.

He still maintains that the tabulations will show 50% of the car sales in the compact class in 1951, against somewhere under 30% at present. He also envisions 60% to 75% of total sales for the compacts by 1963.

Most recent passenger vehicle production totals for the industry, up to Aug. 1, including the month of July and the first seven months, are given in the table in the adjoining column. #

July, 1960	July, 1959	7 months, 1960	7 months, 1959
		American Motors	
42,543	42,401	319,087	259,172
		Chrysler	
56,996	71,600	668,461	511,359
		Ford Motor Co.	
80,544	159,653	1,100,720	1,107,809
		General Motors	
249,275	272,793	2,085,287	1,863,045
		Studebaker-Packard	
5,019	8,972	70,316	98,051

Leo Williams Named to New Business Paper-ANA Post

Leo E. Williams, formerly advertising sales director of *Home Furnishings Daily*, New York, and now a publishing consultant, has been named executive secretary of the Business Paper Publishers-Assn. of National Advertisers committee.

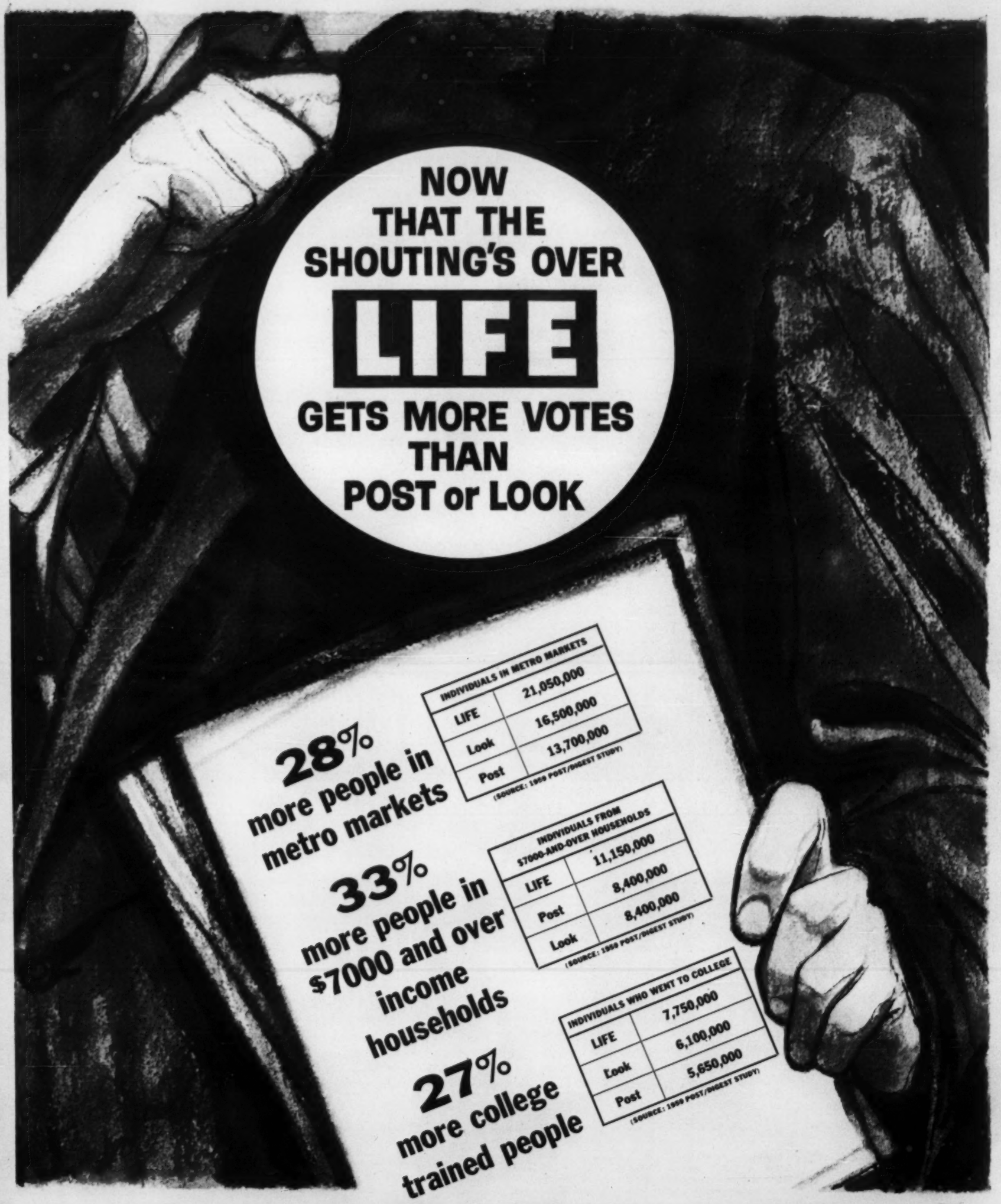
The ANA Business Paper Publishers committee was formed in 1957. Among its members are publishers who are members of Associated Business Publications, some who are members of National Business Publications, and some who belong to neither association. Carroll Buzby, president of Chilton Co., is chairman of the committee.

'N. Y. Herald Trib' Boosts 3

The *New York Herald Tribune* has named Richard C. Steele vp and general manager in charge of its business department, a new title. Mr. Steele was formerly vp, treasurer and secretary of the daily. Succeeding him as secretary-treasurer is Charles M. Hupp, former assistant treasurer. William J. Fitzsimons, former assistant secretary, has been named controller and assistant treasurer.

Cunningham to Simplicity

Alma Cunningham, formerly with *Good Housekeeping*, has joined Simplicity Pattern Co., New York, as director of advertising. Lucile McLean, former ad director, has been named editor of Simplicity's *Modern Miss Fashion*.



SELL THE MARKET OF THE 60'S RIGHT NOW

CAMPAIGN in LIFE

THE CHRONICLE MEANS THE WEST

Represented by Sawyer Ferguson Walker